

**75¢**  
TAX INCL.

**1979 SCOREBOOK  
& OFFICIAL PROGRAM**

# TIGERS





# For 1979 Ford creates an all-new LTD.



**FORD LTD**

FORD DIVISION



## A New American Road Car engineered for today's driving.

Ford technology and engineering combine to create the 1979 Ford LTD. New from the ground up, with a size and shape for today. Yet this re-engineered

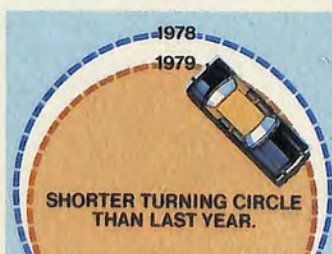
LTD has more passenger room than any LTD ever. Experience the feel and luxury of the 1979 LTD... now. Experience a New American Road Car



**V-8 standard, yet higher mileage than last year.** Even with V-8 power standard, the re-engineered LTD's EPA est. mpg is higher for 1979. EPA est. mpg is **16**. And this year's highway est. is still 22.\*



**More passenger room than any LTD ever.†** While the 1979 LTD is sized for today, remarkably you'll find more room than ever on the inside. Six passenger seating in an all-new LTD.



**Easier handling and parking than last year.** The new contemporary size LTD provides better handling and road stability than last year. With almost a 4 ft. shorter turning circle, it's also easier to park.



**New Master Control Position provides:** (1) improved driving position (2) increased glass area (3) convenient steering column mounted controls (4) re-designed instrument cluster.

\*Compare this estimate to the estimated mpg of other cars. Your mileage may differ depending on speed, weather, and distance. The actual highway mileage will probably be less than the estimated highway fuel economy. †Based on EPA Volume Index



# Test drive the smooth-riding LTD at your Metro Detroit Ford Dealers... #1 in sales.\*

**BLOOMFIELD HILLS**  
Alan Ford, Inc.  
1845 S. Telegraph Rd.

**CENTER LINE**  
Bob Thibodeau, Inc.  
26333 Van Dyke Ave.

**DEARBORN**  
Bob Ford, Inc.  
14585 Michigan Ave.

Stuart Wilson, Inc.  
23535 Michigan Ave.

**DETROIT**  
Jerry Bielfield Company  
8333 Michigan Ave.

Conyers Ford, Inc.  
2475 West Grand Blvd.

Ray Dalto's Downtown Ford, Inc.  
1833 East Jefferson Ave.

Stark Hickey West, Inc.  
24760 West Seven Mile Rd.

McDonald Ford East, Inc.  
16901 Mack Ave.

McDonald Ford Sales, Inc.  
14240 West Seven Mile Rd.

Floyd Rice Ford, Inc.  
14300 Livernois Ave.

Dean Sellers, Inc.  
16700 Grand River Ave.

**EAST DETROIT**  
Stark Hickey East, Inc.  
24600 Gratiot Ave.

**FARMINGTON**  
Tom Holzer Ford, Inc.  
30711 Grand River Ave.

**FERNDALE**  
Ed Schmid Ford, Inc.  
21600 Woodward Ave.

**FLAT ROCK**  
Larkins Ford, Inc.  
22675 Gibraltar Rd.

**LINCOLN PARK**  
Flannery Ford, Inc.  
1515 Fort St.

**LIVONIA**  
Bill Brown, Inc.  
32222 Plymouth Rd.

**MT. CLEMENS**  
Mike Dorian Ford, Inc.  
35900 Gratiot Ave.

Russ Milne Ford, Inc.  
43870 Gratiot Ave.

**NORTHVILLE**  
John Mach Ford Sales, Inc.  
550 W. Seven Mile Rd.

**OAK PARK**  
Mel Farr Ford, Inc.  
24750 Greenfield Rd.

**PLYMOUTH**  
Leo Calhoun Ford, Inc.  
41001 Plymouth Rd.

**PONTIAC**  
Flannery Motors, Inc.  
5900 Highland Rd.

**REDFORD**  
Pat Milliken Ford, Inc.  
9600 Telegraph Rd.

**ROCHESTER**  
McKenzie Ford, Inc.  
2890 S. Rochester Rd.

**ROYAL OAK**  
Stark Hickey Ford, Inc.  
550 N. Woodward Ave.

**ST. CLAIR SHORES**  
Roy O'Brien, Inc.  
22201 Nine Mile Rd.

**SOUTHFIELD**  
Avis Ford, Inc.  
29200 Telegraph Rd.

**SOUTHGATE**  
Walt Hickey Ford, Inc.  
16600 Fort St.

**STERLING HEIGHTS**  
Jerome Duncan, Inc.  
8000 Ford Country Lane

**TAYLOR**  
Ray Whitfield, Inc.  
10725 S. Telegraph Rd.

**TROY**  
Troy Motors, Inc.  
777 John R St.

Harold Turner, Inc.  
2600 West Maple Rd.

**WALLED LAKE**  
Shuman Ford Sales, Inc.  
S. Commerce Rd. & Pontiac Tr.

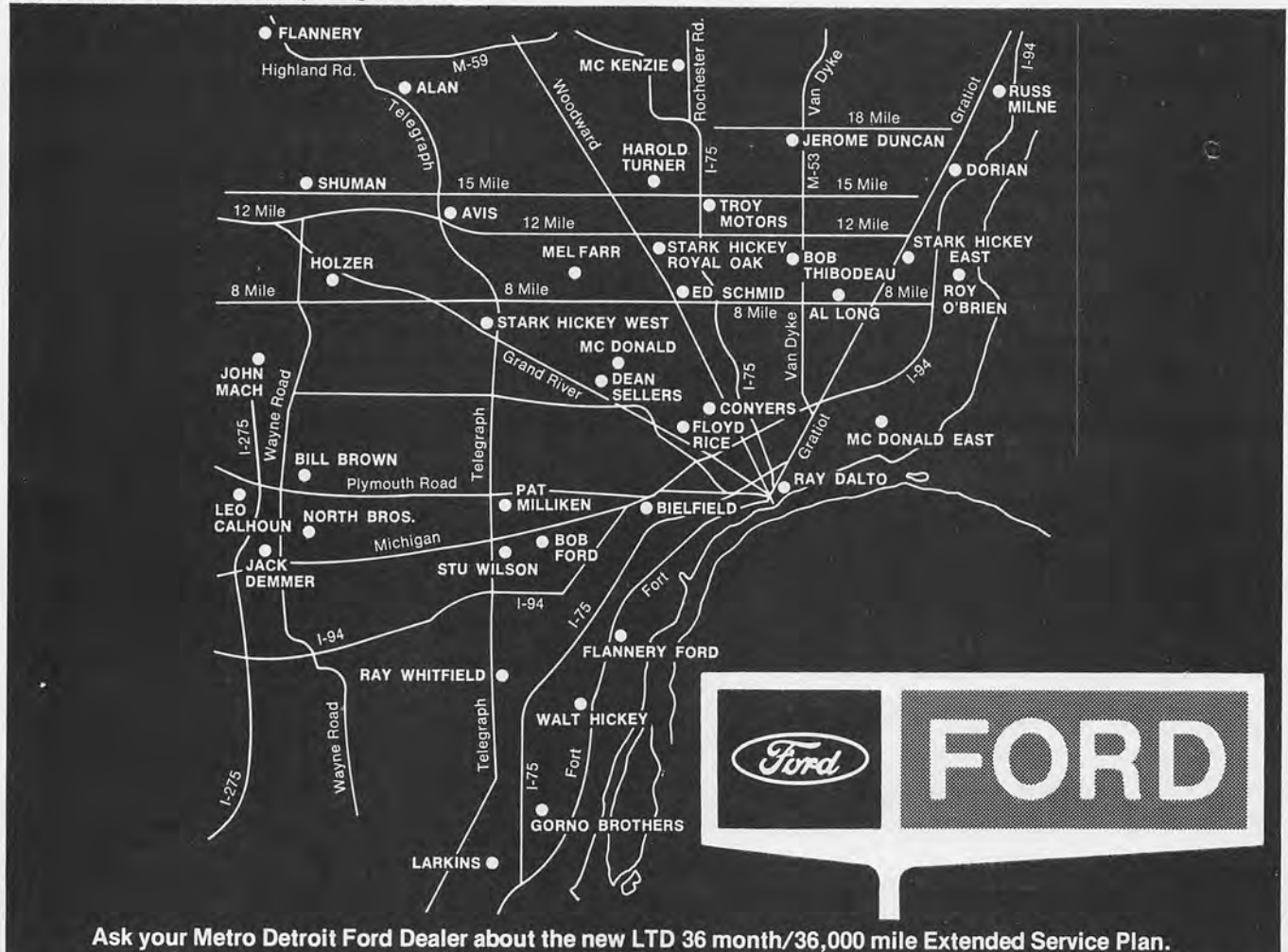
**WARREN**  
Al Long, Inc.  
13711 East Eight Mile Rd.

**WAYNE**  
Jack Demmer Ford, Inc.  
37300 Michigan Ave.

**WESTLAND**  
North Brothers Ford, Inc.  
33300 Ford Rd.

**WOODHAVEN**  
Gorno Brothers, Inc.  
22025 Allen Rd.

\*Based on R.L. Polk 1978 calendar year registrations.



Ask your Metro Detroit Ford Dealer about the new LTD 36 month/36,000 mile Extended Service Plan.

# 1979 DETROIT TIGERS

Owner & Chairman of Board ..... John E. Fetzer  
 President & General Manager ..... James A. Campbell  
 Vice-President/Finance & Secretary-Treasurer ..... Alexander C. Callam  
 Vice-President/Operations ..... William E. Haase  
 Vice-President/Baseball ..... William R. Lajoie  
 Director of Public Relations ..... Hal Middlesworth  
 Director of Ticket Sales ..... William H. Willis  
 Director of Stadium Operations ..... Ralph E. Snyder  
 Field Director/Player Development ..... Walter A. Evers  
 Business Manager/Minor League System ..... David C. Miller  
 Scouting Coordinator ..... Edward G. Katalinas  
 Traveling Secretary ..... Bill Brown  
 Assistant Director of Public Relations ..... Dan Ewald  
 Asst. Dir. of Public Relations/Special Events ..... Lew Matlin  
 Asst. Dir. of Public Relations/Community Affairs ..... Vince Desmond  
 Season and Group Ticket Sales ..... Fred T. Smith  
 Executive Secretary/Baseball ..... Alice Sloane  
 Executive Secretary/Operations ..... Hazel McLane  
 Consultant ..... Richard B. Ferrell  
 Consultant ..... Ralph G. Houk  
 Team Physician ..... Clarence S. Livingood, M.D.  
 Orthopaedic Consultant ..... Edwin R. Guise, Jr., M.D.  
 Team Trainer ..... Bill Behm  
 Asst. Dir. of Stadium Operations/Grounds Maintenance ..... Mike Fenell  
 Asst. Dir. of Stadium Operations/Grounds Maintenance ..... Frank Feneck  
 Ticket Department ..... Jerry Bucholtz, Neal Dodson, Frank Metzger  
 Stadium Announcer ..... Joe Gentile  
 Manager, Detroit Sportservice ..... Robert S. Sherman

**TIGER STADIUM, Detroit, Mich. 48216 Telephone (313) 962-4000**

**Seating Capacity: 53, 676**

**Stadium Location: Michigan Ave., Cochrane Ave., Kaline Dr. and Trumbull Ave. Intersection of Lodge and Fisher Freeways.**

**FOR RECORDED SCHEDULE AND TICKET INFORMATION, CALL (313) 963-9944**



Official Program Magazine produced by

**Professional  
SPORTS  
Publications**

600 Third Avenue, New York, N.Y. 10016  
 212-697-1460.

© 1979 Professional Sports Publications. All Rights Reserved

Publisher—Andrew J. Goodman  
 Chief Operating Officer—Jay P. Haberman  
 Vice President—Pamela L. Blawie  
 Vice President-Sales—Barry N. Gottlieb  
 Production Manager—Bonnie K. Notowitz  
 Regional Sales Manager—Tim Nidel (216) 543-4772  
 Area Sales Manager—Pat O'Neill (313) 962-4000 Tigers  
 (313) 338-4667 Pistons



# A newsroom full of sports fans: The Detroit News.



No one covers sports like The Detroit News. Because our 16 sports staffers also happen to be sports fans. So when they cover games and teams, personalities and events, they feel the same

exhilaration and frustration that you do. And it shows in their stories. They present all sports. Thoroughly. And close up. In fact, if they got you any closer to the action, you'd be right in the game.

**The Detroit News**  
If you read The News you know.

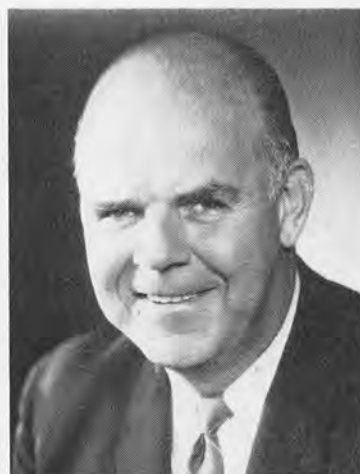
For home delivery call 222-2600.



# TIGER FRONT OFFICE



*John E. Fetzer*



*James A. Campbell*



*William E. Haase*

Young, competent and specialized. That's a fair description of the Tigers' front office in its new alignment.

Three basic spheres of authority were outlined when Owner John E. Fetzer announced sweeping shifts in assignments for the 1979 season.

Fetzer stepped up from president to chairman of the board.

Jim Campbell was elevated from executive vice-president to president, while retaining the title of general manager.

Reporting directly to him are three new vice-presidents:

Bill Haase, 35, vice-president/operations, who was business manager. His background has been in accounting, following graduation from Western Michigan University, with three years of service to the Tigers.

Alex Callam, 50, vice-president finance and continuing as secretary-treasurer. Also an accountant, he has been with the Tigers 15 years and is a graduate of the University of Michigan.

Bill Lajoie, 44, vice-president/baseball after eight years as a Tiger scout and director of player procurement. He stepped from the campus of Western Michigan to the professional playing field before an injury halted his active career.

Hoot Evers, who had been director of player development, was named field director of player development with headquarters in Houston, while Dave Miller, who was Evers' assistant, was promoted to business manager of the farm system.

Dan Ewald was named assistant director of public relations, coming to the Tigers from the sports editorship of the Grand Rapids Press. He replaced Bill Brown, who became traveling secretary. Vince Desmond, who had held that post, returned to the public relations department to handle community relations and other duties.



*Alexander C. Callam*



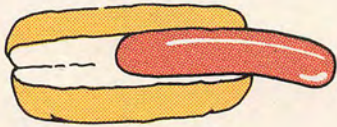
*William R. Lajoie*

Two long-time secretarial employees also shared in the new assignments: Alice Sloane becoming executive secretary/baseball and Hazel McLane assuming the title of executive secretary/operations.

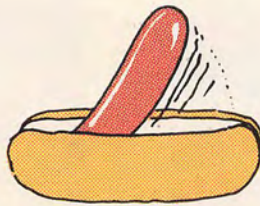
"Greater responsibilities for young, competent executives and consolidation of some 15 departments into three divisions," Fetzer said — and that's the way the Tigers are operating these days.



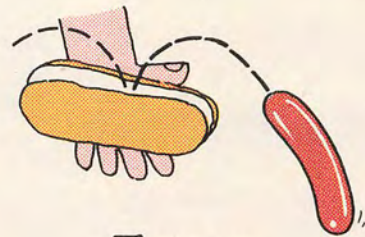
# Baseball fans' guide to Ball Park Franks



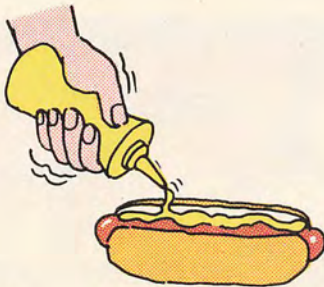
**Leadoff**



**Pop-up**



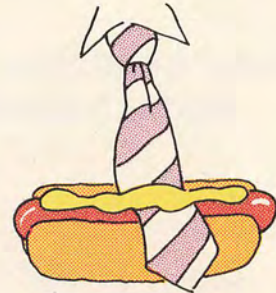
**Error**



**Squeeze Play**



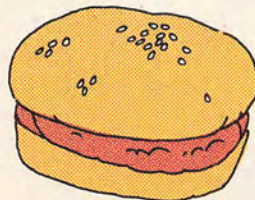
**Wild Pitch**



**Tie Game**



**Slider**



**Sacrifice**



**They plump  
when you cook 'em.**



# TIGER SCHEDULE 1979

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>APRIL</b>						
1	2	3	4	5 1:30 Texas	6	7 TV 2:15 Texas
8 TV 1:30 Texas	9 8:35 Kansas City	10 8:35 Kansas City	11 TV 8:35 Kansas City	12	13 8:35 Texas	14 TV 8:35 Texas
15 3:05 Texas	16 1:30 Kansas City	17 1:30 Kansas City	18	19	20 1:30 Toronto	21 TV 2:15 TD Toronto
22 1:30 Toronto	23	24 TV 7:00 Milwaukee	25 7:00 Milwaukee	26 2:30 Milwaukee	27 8:00 Minnesota	28 TV 2:15 TD Minnesota
29 1:30 Minnesota	30					
<b>MAY</b>						
	1 8:30 Chicago	2 TV 8:30 Chicago	3 8:30 Minnesota	4 8:30 Minnesota	5 TV 2:15 Minnesota	
6 TV 2:15 Minnesota	7 8:00 FN Chicago	8 8:00 Chicago	9 8:00 Chicago	10	11 8:00 Milwaukee	12 TV 2:15 TD Milwaukee
13 TV 1:30 Milwaukee	14 8:00 New York	15 TV 8:00 New York	16 TV 8:00 New York	17	18 7:35 Cleveland	19 TV 2:05 Cleveland
20 TV 2:05 Cleveland	21 8:00 FN New York	22 8:00 New York	23 8:00 New York	24	25 8:00 Baltimore	26 TV 2:15 TD Baltimore
27 TV 1:30 DH Baltimore	28 7:30 Toronto	29 7:30 Toronto	30 7:30 Toronto	31 7:30 Toronto		
<b>JUNE</b>						
				1 10:30 Oakland	2 4:30 Oakland	
3 TV 4:30 Oakland	4 10:35 Seattle	5 10:35 Seattle	6 10:35 Seattle	7	8 10:30 California	9 TV 10:00 California
10 TV 4:00 California	11 8:00 FN Oakland	12 8:00 Oakland	13 8:00 Seattle	14 8:00 Seattle	15 8:00 California	16 TV 2:15 TD California
17 TV 1:30 California	18 7:30 Boston	19 TV 7:30 Boston	20 TV 7:30 Boston	21 TV 7:30 Baltimore	22 7:30 Baltimore	23 TV 5:30 TN Baltimore
24 TV 2:00 Baltimore	25	26 8:00 Boston	27 8:00 Boston	28 8:00 Boston	29 8:00 Cleveland	30 TV 2:15 TD Cleveland

<b>JULY</b>						
1 1:30 Cleveland	2 8:00 FN Cleveland	3 8:00 Toronto	4 8:00 Toronto	5 8:00 Toronto	6 TV 8:30 Milwaukee	7 2:30 Milwaukee
8 TV 2:00 DH Milwaukee	9 8:00 FN Minnesota	10 8:00 Minnesota	11 8:00 Minnesota	12 8:30 Chicago	13 TV 8:30 Chicago	14 TV 8:30 Chicago
15 TV 2:15 Chicago	16	17 ALL-STAR Seattle	18	19 TV 8:30 Minnesota	20 TV 8:30 Minnesota	21 8:00 Chicago
22 TV 1:30 Chicago	23 8:00 FN Chicago	24 8:00 Milwaukee	25 8:00 Milwaukee	26 8:00 Milwaukee	27 7:30 Toronto	28 7:30 Toronto
29 1:30 Toronto	30 8:35 Texas	31 TV 8:35 Texas				
<b>AUGUST</b>						
	1 TV 8:35 Texas	2	3 5:30 TN Kansas City	4 TV 2:15 TD Kansas City		
5 TV 1:30 Kansas City	6	7 8:00 Texas	8 8:00 Texas	9 8:00 Texas	10 TV 8:35 Kansas City	11 TV 8:35 Kansas City
12 2:35 Kansas City	13 10:30 California	14 10:30 California	15 10:30 California	16	17 10:35 Seattle	18 10:35 Seattle
19 9:05 Seattle	20 10:30 Oakland	21 10:30 Oakland	22 4:30 Oakland	23	24 8:00 Seattle	25 TV 2:15 TD Seattle
26 1:30 DH Seattle	27 8:00 FN California	28 8:00 California	29 8:00 California	30 8:00 Oakland	31 8:00 Oakland	
<b>SEPTEMBER</b>						
2 1:30 Oakland	3 2:05 Cleveland	4 TV 7:35 Cleveland	5 7:35 Cleveland	6 8:00 New York	7 8:00 New York	8 8:00 New York
9 1:30 New York	10	11 8:00 Cleveland	12 8:00 Cleveland	13 8:00 Cleveland	14 8:00 New York	15 2:00 New York
16 2:00 New York	17 8:00 FN Baltimore	18 8:00 Baltimore	19 8:00 Baltimore	20	21 7:30 Boston	22 2:00 Boston
23 2:00 Boston	24	25 7:30 Baltimore	26 7:30 Baltimore	27	28 8:00 Boston	29 TV 2:15 TD Boston
30 1:30 Boston						

HOME GAME TIMES SHOWN ARE DETROIT TIME (ALL P.M.) FN — Family Night TD — Tiger Day  
DH — Doubleheader TN — Two-nighter TV — Televised (Network) TV — Televised (WDTV-TV only)

## MICHIGAN'S FASTEST GROWING POTATO CHIPS

The  
Perfect  
Chip



for  
your  
Dip

ANOTHER FINE PRODUCT OF  
**DUCHENE, INC.**  
MANUFACTURERS OF  
NEW ERA POTATO CHIPS  
5801 GRANDY AVENUE  
DETROIT, MICHIGAN 48211  
PHONE: 921-0800



**WE CARRY A COMPLETE LINE OF SNACK FOODS**



## HAVE A BALL

**AFTER THE GAME ...**

Treat yourself and family to a **TIGER VICTORY SPECIAL** at Howard Johnson Motor Lodge, just minutes from Tiger Stadium. Enjoy the comforts of our spacious rooms, swim in our year-round Astrodome pool, relax with a sauna bath, then enhance your evening at our Trolley Tavern with live entertainment, 5 - 9 pm Monday thru Friday. Bring the kids along. No charge for children under 12 in room with adult. All this and more for only \$35.00 per couple per night. Baby sitters available, and private, indoor parking too.

### SPECIAL

If the Tigers win, breakfast the next morning is on the house (excluding steak). Two breakfasts per package.

### TIGER VICTORY SPECIAL

For reservations call us at 965-1050



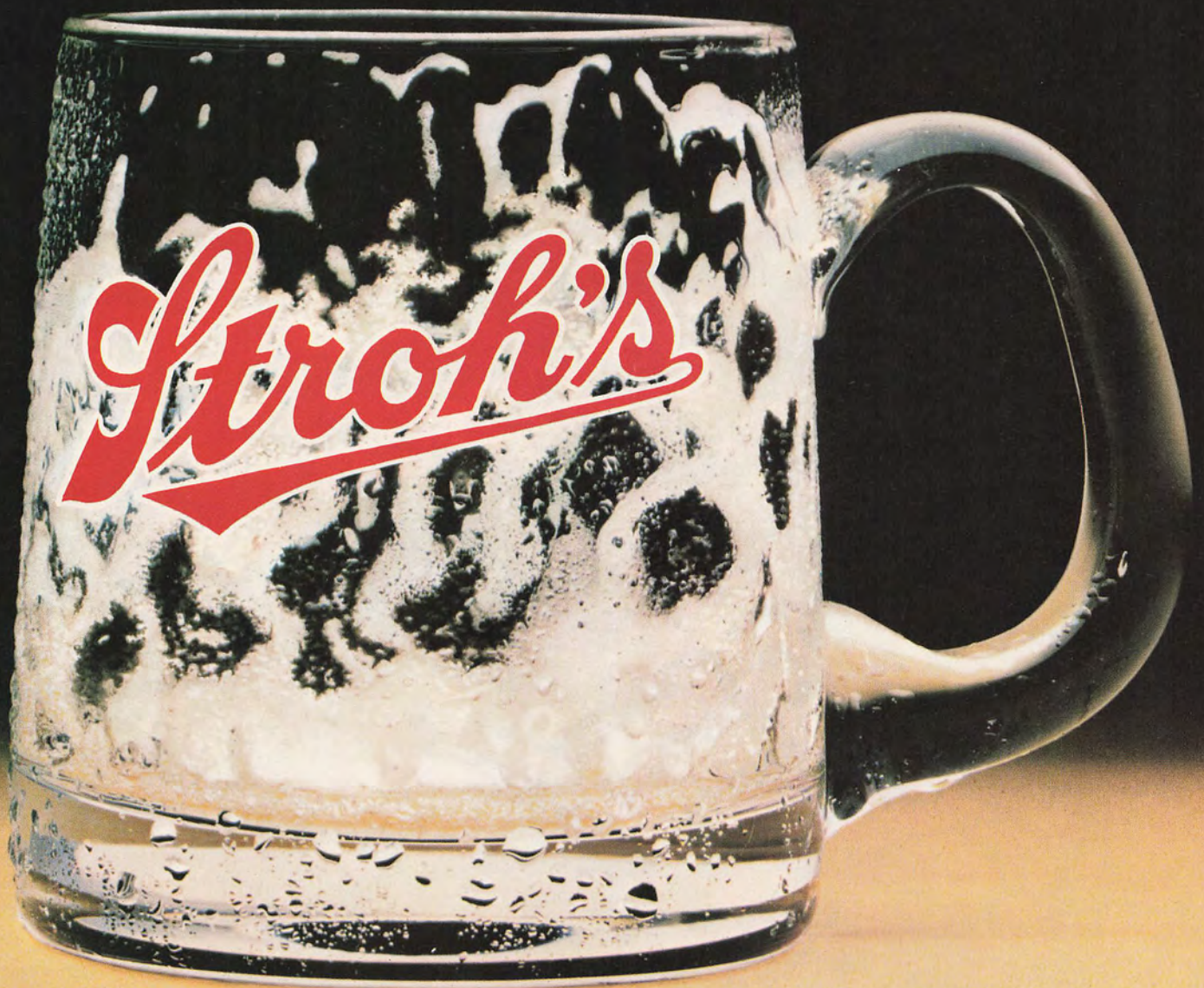
## Howard Johnson's

**DOWNTOWN MOTOR LODGE**  
Washington Boulevard at Michigan Avenue



THE STROH BREWERY COMPANY, DETROIT, MICHIGAN © 1979

# Yer Out!



**STROH'S. FOR THE REAL BEER LOVER.**



# Trax®

... we're building a great name.

## You can't buy a better run for the money.



\$9.90

\$9.97



\$12.97



Trax's comfortable, rugged construction gives you all-star performance at a minor league price. Like the white vinyl jogger with suede leather toe cap from \$11.97-\$12.97. Or the canvas basketball sneaker with full cushion insole and arch support — comes in brown, white or denim for \$9.97. There's also a lightweight nylon and suede jogger with vinyl padded collar in blue or rust. Just \$9.90. All three styles come in men's sizes and boys' sizes 2 1/2 - 6. Check out this Trax triple threat — and many other Trax styles — at over 1,400 K mart stores across the U.S.A. When it comes to value for the entire family, Trax are in a league by themselves.

SOLD EXCLUSIVELY AT ...

# Kmart®

The Saving Place  
Kmart Corporation

Troy, Michigan 48084

Copyright 1979



# TICKET INFORMATION

DAY OR NIGHT, GET RECORDED SCHEDULE/TICKET  
INFORMATION BY CALLING (313) 963-9944.

The Tigers are holding the line on prices! There's no inflation in the cost of tickets at Tiger Stadium.

The same bargain prices that were in effect a year ago still prevail, making Tiger baseball — more than ever — the best buy on the Detroit sports scene; one half or less than the others.

Box seats are \$6.00, reserved \$5.00 and they are on sale any time. General admission is \$3.50 and bleacher seating \$2.00, on sale at the gate before each game unless box and reserved are sold out before then.

Twenty-seven ticket outlets, plus mail order service, make it easy to purchase Tiger tickets.

## AT TIGER STADIUM

Advance ticket office Michigan and Trumbull. Open every day from 9:00 a.m. to 6:00 p.m. with tickets for any game of the season for sale over the counter.

## AT HUDSON'S

Ticket service outlets throughout the area also have tickets for any game of the season. Pick them up at these stores — Downtown, Northland, Eastland, Westland, Southland, Pontiac, Oakland Mall in Troy, Genesee Valley in Flint, Franklin Park in Toledo, Briarwood Mall in Ann Arbor, Woodland Mall in Grand Rapids, Fairlane in Dearborn, Twelve Oaks in Novi, Fashion Park in Saginaw and Lakeside Mall in

Sterling Heights.

To order by telephone, call (313) 223-5100 and have the tickets charged to your Hudson's account.

## OTHER AGENCIES

Agencies in Michigan and Ontario have tickets for night games, holidays and weekend events. Pay a visit to Cole's Clothes in Battle Creek, Paul's Pipe Shop in Flint, Herpolzheimer's in Grand Rapids, L. H. Field in Jackson, Station WKZO in Kalamazoo, Vandervoort's in Lansing, Tom Munro's in London, Ont., Osmun's in Pontiac's Tel-Huron Center, Arena Sporting Goods in Port Huron, Pro-Am Sports in Saginaw, or Wansbrough's on Ouellette in Windsor.

## ORDER BY MAIL

Follow three simple steps: 1 — Specify the date of game or games and the number and price of tickets desired. 2 — Make your check or money order payable in U.S. currency to Detroit Tigers. 3 — Mail your order to: Ticket Department, Tiger Stadium, Detroit, Mich. 48216. Mail orders filled same day received with best available seat locations.

## BASEBALL PARTY?

The name of the game is always fun — but even more fun when you are with your own group or organization. The Group Sales Department at Tiger Stadium is eager to assist with your visit. Working closely

with the Ticket Department, the Group Sales force can help you select a good date, obtain a block of seats in the best available location — even assist with travel arrangements and hotel-motel accommodations. For information and assistance, write Group Sales, Tiger Stadium, Detroit, Mich. 48216. Or call (313) 962-4000 and ask for Group Sales.

## TICKETS FOR GIFTS

Very handy are Gift Certificates, which can be used for any game of the season. They are sold in \$6.00 (box) and \$5.00 (reserved) denominations, in any quantity. Fine for gifts any time of the year.

## AT A GLANCE

Box seats \$6.00 \*Gen. Adm. \$3.50  
Reserved \$5.00 \*Bleacher \$2.00

\*Sold at gate two hours before game time; unless box and reserved seats sold out before that time.

Family Nights (Monday nights) \$5.00 for head of family, \$1.50 for others in family group.

Tiger Days (Saturday afternoons) Women, girls, boys 14 or under, retirees and youth groups \$1.50 each.

Tickets for any Family Night, any Tiger Day on sale in advance any time.

Single day games 1:30

Night games 8:00

Day doubleheaders 1:30

Twilighters 5:30

Saturdays 2:15 or 8:00

## Michigan's Finest Ice Cream



## Taste. .



# FUN!

Hey, boys! Say, girls! Do you want to get really close to the action at Tiger Stadium? To actually tread the turf, visit the dugout, enjoy some free games?

Three routes to more fun, added thrills, exciting action are yours for the asking.

One is the Honorary Batboy program sponsored by the Chrysler-Plymouth dealers of Greater Detroit — 23 of them happy to register you until the end of May, then send you off to a Tiger game if your name is selected. Boys and girls 8 to 14 are eligible, with free tickets for the family, a lot of gifts including a uniform and a chance to meet the Tigers.

Interested youngsters can get information at Chrysler-Plymouth dealers, who are Tigers' radio sponsors.

Then there is the Pepsi-Cola Tiger Fan Club, supported by a Tiger television sponsor. Boys and girls 16 or under can join until membership reaches 19,000 or before June 1, whichever comes first. For the \$2.75 registration fee, each young fan gets a Tiger tee-shirt, a fan club membership card, Tiger schedules and other information — and a coupon book good for free general admission to four Tiger games.

Registration blanks are available at dealers or can be obtained by writing: Pepsi-Cola Tiger Fan Club, P.O. Box 90, Detroit, MI 48226.

A real big event is Pitch, Hit & Run, sponsored this season by Burger King. This nation-wide event is also supported by the National Recreation and Parks Association and the President's Council on Physical Fitness.

Boys and girls between 9 and 12 are eligible to compete at the local level in May, district level in the first half of June and division level the last two weeks of June.

Divisional events will be held at Tiger Stadium June 27 and winners here will have a chance to go to the national championship at the July 17 All-Star Game in Seattle. Last season, the Tiger Stadium trials sent two youngsters to the finals at the All-Star Game in San Diego.



*This young man knows the thrill of competing with his peers at Tiger Stadium. He is 9-year-old Chris Herzog, a participant in the Pitch, Hit & Run divisional trials here last season.*



*Girls share the fun and excitement of the Honorary Batboy program. Carrie VanCannett, 10, of River Rouge, was selected for the honors in 1978. The bat is Phil Mankowski's but the uniform is Carrie's.*

## LINDELL AC LOUNGE

Where Sports Celebrities Meet

**1310 CASS  
WO 4-1122**

## STATE SAUSAGE CORP.

875-9000

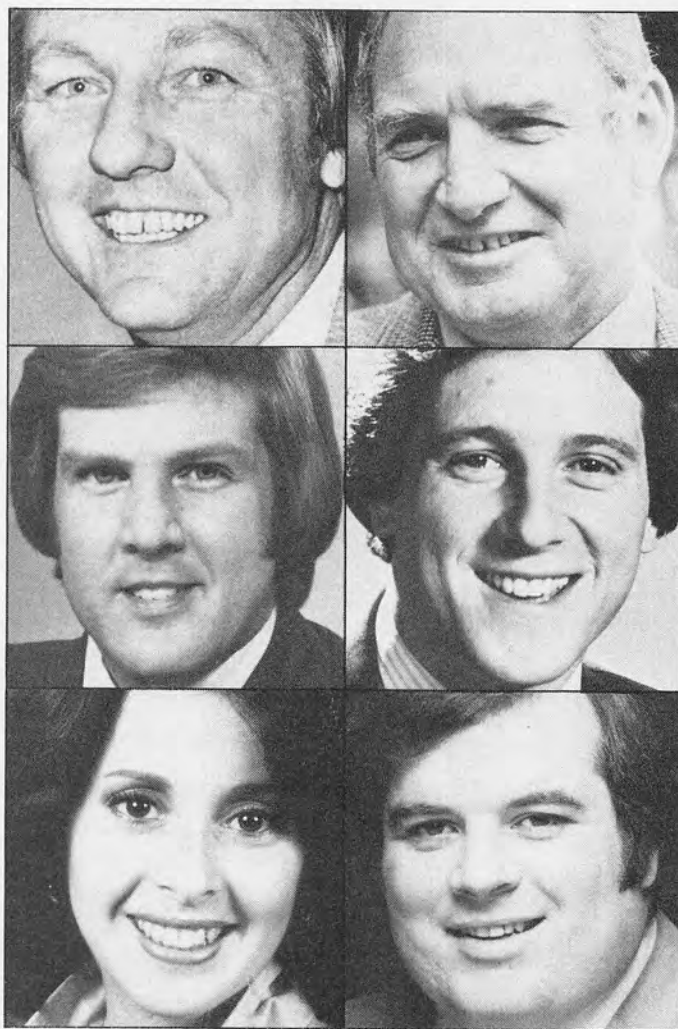
Manufacturers of  
**MEAT KING WEINERS  
SAUSAGES LUNCHMEATS**



# THE HEART OF THE ORDER

Follow our lineup.  
And you've got a free  
seat for 50 of this sea-  
son's exciting Tiger  
games on TV. Al Kaline  
and George Kell bring  
you every play-by-play.  
They're part of our  
Sports Corps.

We bring you all  
the sports Detroit  
plays. Sports Corps re-  
porters Mike Barry,  
Gail Granik, Don Shane,  
and Jim Brandstatter  
tell the sports story the  
way you want to hear it.  
We're for people who  
love sports. Pro or ama-  
teur, college or minor  
league. Seven nights a  
week on News 4  
Detroit.



Sports Corps reporters:  
Al Kaline    George Kell  
Mike Barry    Don Shane  
Gail Granik    Jim Brandstatter

## WE'RE 4 SPORTS

**WDIV DETROIT**



# TIGER FARM CLUBS & SCOUTING

With another successful season behind, the Tigers' integrated scouting-farm system took on a new look for the 1979 campaign.

One man is in charge of all the baseball operations and scouting. That is Bill Lajoie, vice-president/baseball, who reports directly to Jim Campbell, president and general manager of the Tigers.

While deeply involved in major league affairs, Lajoie also is charged with digging up new prospects, then developing them in the Tiger farm system.

On the development side, his principal aide is Hoot Evers, now the field director of player development with his headquarters in Houston, Texas. Handling the financial affairs of the chain is Dave Miller, business manager of the minor league system.

Edward G. Katalinas continues as scouting coordinator but the Tigers depend heavily on the Major League Scouting Bureau, with its staff of talent hunters scattered throughout the country, and eight experienced Tiger scouts, who check and double-check reports from the major league bureau.

That group includes Ray Bellino, Jersey City; Wayne Blackburn, Portsmouth, Ohio; Jim Miller, San Jose, Calif.; Bill Schudlich, Dearborn, Mich.; Frank Skaff, Timonium, Md.; Jack Tighe, Spring Lake, Mich.; Dick Wiencek, Claremont, Calif.; and Del Wilber, Kirkwood, Mo.

Rick Ferrell, veteran of many a season of baseball wars, also contributes to player selection as a consultant.

The Tiger farm system continues with four members:

Evansville (Class AAA) of the American Association; Montgomery (AA) of the Southern League; Lakeland (A) of the Florida State League; and Bristol (Rookie) of the Appalachian League.

Those four teams posted a combined record of 257 victories and 229

losses in 1978, the sixth straight season they have been over the .500 mark. Lakeland won a second-half championship but lost in the playoffs while Evansville, which enjoyed a huge early lead, missed a divisional championship by a half-game on the final night of the season.

Because of that, Manager Les Moss was honored as Minor League Manager of the Year by *The Sporting News* and promoted to become manager of the Tigers at the end of

the season. Jim Leyland, who succeeded Moss at Evansville this season, was named Florida State League Manager of the Year for the second straight year.

For managers of the other three farm clubs, the Tigers named Denny Sommers, from the New York Mets' coaching staff, to the job at Montgomery; Fred Hatfield, Tiger coach the past two seasons, to the post at Lakeland; and reappointed Joe Lewis at Bristol.

PLAYER INFORMATION										6/19/53 DATE	
PLAIN FULL NAME & PERMANENT ADDRESS										PLAYING DATA	
NAME <u>ALBERT W KALINE</u>											
STREET <u>2222 CEDLEY ST</u>											
CITY <u>BALTIMORE</u> STATE <u>MD</u>											
BIRTH PLACE <u>BALTIMORE</u> PLACE & NAME OF LAST SEMI-PRO OR AMATEUR CLUB <u>SOUTHERN LEAGUE - EVANSVILLE</u>											
YEAR OF BIRTH	MONTH	DAY	HEIGHT	FT.	IN.	WEIGHT					
1934	12	17	6			175					
POSITION	BATS	THROWS	DRAFT STATUS		IN SERVICE OR VETERAN						
OF	R	R	-		-						
FAST AVERAGE OR SLOW	RUN	THROW									
	FAST	T	GREATER								
MARRIED	SOCIAL SECURITY NUMBER	NATIONALITY									
NO	212-346496	Irish, German									
COLLEGE OR HIGH SCHOOL ATTENDED	IF GRADUATE, GIVE YEAR										
Southern High	1953										
DISPOSITION	HABITS										
AMBITIOUS OR OTHERWISE											
YEAR ENROLLED PRO BASEBALL											
OCCUPATION OTHER THAN BASEBALL											
DATE LAST OBSERVED										SIGNATURE	
										Ed Katalinas	
										SCOUT	

This is the original scouting report on Al Kaline, the Tigers' great outfielder who retired following the 1974 season after 22 fine seasons in a Tiger uniform. Computer reports in use today are somewhat more detailed than this 1953 form.



# Enjoy the taste of country fresh Salem.



Country fresh menthol.  
Mild, smooth and refreshing.  
**Enjoy smoking again.**

KING: 16 mg. "tar", 1.1 mg. nicotine,  
BOX: 18 mg. "tar", 1.2 mg. nicotine, av. per cigarette, FTC Report MAY '78.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



# PRESENTING THE WINNING TEAM KINNEY NBA'S!



Pick a winner!  
Pick a pair of  
Kinney NBA's! For every  
sport: running, tennis,  
baseball, basketball, soccer.  
And for every member of  
the family. Kinney NBA's  
are everything the high-priced  
athletic shoes are. Without  
the high price. Kinney  
NBA's offer full arch  
support, reinforced stress  
points, wrap-around  
heel and toe protection,  
padded tongue  
and heel.

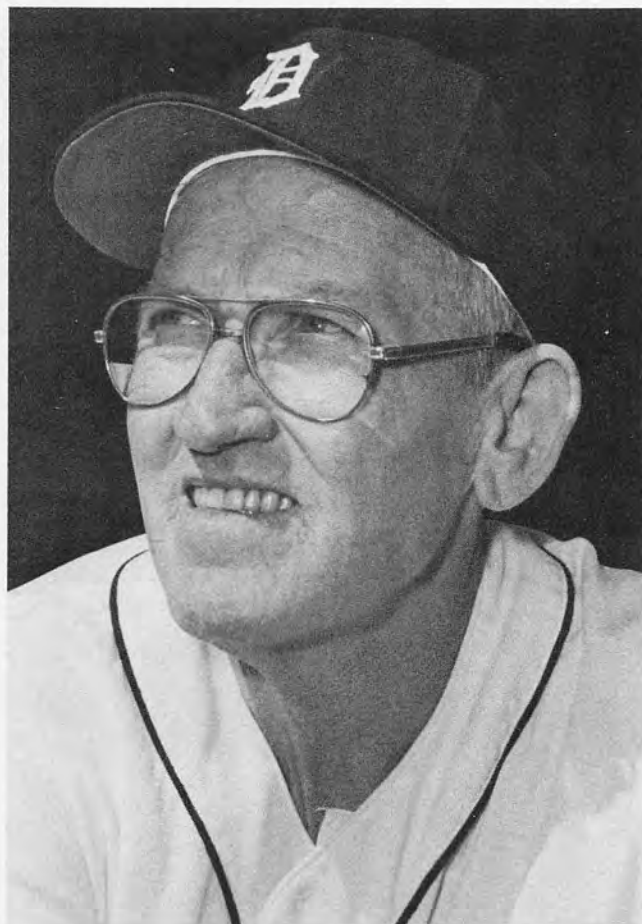
Join the winning  
team. Come! Win  
with us!

Kinney®

The Great American Shoe Store®

# TOP COMMAND

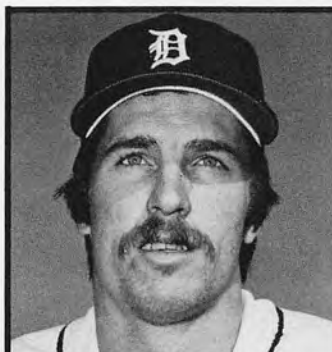
As the 27th manager of the Tigers in their history, Les Moss is the 10th former catcher to hold the reins. His 15 years on the major league scene included five as a coach of the Chicago White Sox and a short term as interim manager of that team in 1968. On the minor league front, the Oklahoma native spent 11 seasons as a manager, winning three pennants and never finishing below third place. He was named Minor League Manager of the Year for 1978 by The Sporting News.



*Manager Les Moss and the men he picked to help him guide the Tigers through his first term as their manager. From the left: Ed Brinkman, coach in the dugout; Gates Brown, first base coach; Dick Tracewski, third base coach; Moss; John Grodzicki, pitching coach in the bullpen, and Boots Day, batting practice pitcher.*



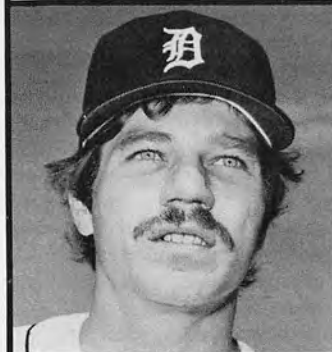
# MEET THE TIGERS



Jack Morris



Steve Baker



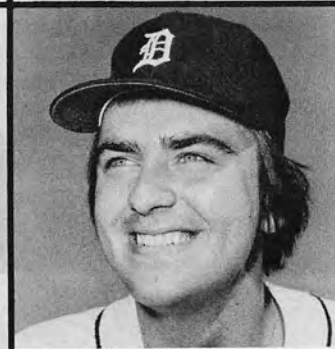
Dave Machermer



Milt Wilcox



Milt May



Sheldon Burnside



Les Moss



Steve Kemp



Jack Billingham



Dick Tracewski



Rusty Staub



John Hiller



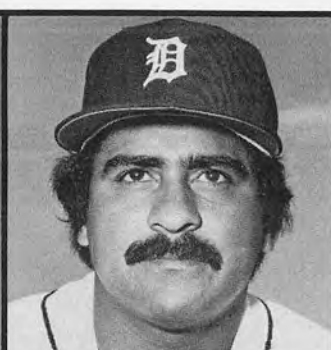
Ron LeFlore



John Wockenfuss



Kip Young



Jerry Morales



John Grodzicki



Alan Trammell



Lou Whitaker



Mark Fidrych



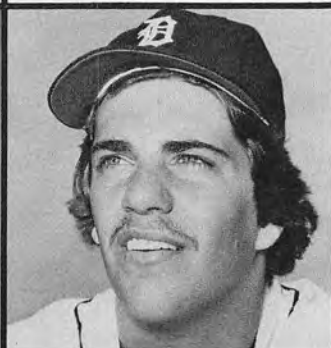
Aurelio Lopez



Tim Corcoran



Aurelio Rodriguez



Dave Rozema



Gates Brown



Lynn Jones



Ed Brinkman



Boots Day



Phil Mankowski



Mark Wagner



Jason Thompson



Lance Parrish



---

# LANCE PARRISH

---



Lance Parrish is the type of athlete who has succeeded in every sport he's tried.

The Tigers and their fans are happy that the muscular catcher decided that baseball offered the best career.

So far his decision is unchallengeable. And experts predict the best is yet to come.

While a senior at Walnut (Calif.) High School in 1974, Lance had the chance to do what most high school football players growing up in the Los Angeles area dream about — play for UCLA.

Among the 200 football scholarship offers from around the country he received as an All-America quarterback, Lance cherished UCLA most.

In fact, he admits that had he not chosen baseball, UCLA would have been his pick.

However, the Tigers made him their No. 1 selection in the June free agent draft and made sure this one did not get away.

Lance doesn't regret his decision and neither do the Tigers, who now have one of the most powerful and promising young catchers in all of baseball.

Also a high school basketball All-America, Lance excels at all sports and lists golf and skiing as hobbies. He keeps his body trim and hard through a specially designed weight lifting program that makes him resemble a middle linebacker more than a major league catcher.

In fact, his body-building program has led to a wide variety of unusual off-season jobs, including one as a bodyguard to rock singing star Tina Turner.

But baseball has become Lance's primary pursuit. And during his five years as a professional, he has developed from a novice third baseman into one of the finest catchers in the game.

His powerful arm and natural backstop abilities have blended beautifully with the experience he's gained to make him a knowledgeable receiver in whom young pitchers have confidence.

If it weren't for baseball though, Lance might have been shining in the professional football spotlight.

Lance is happy the way things worked out. So are the Tigers and all of their fans.



# '79 CHEVY CHEVETTE

## A LOT OF CAR FOR THE MONEY

You don't always get much for what you spend these days. So it's nice to know that there's still something around that gives you your money's worth. Chevy Chevette.

This year Chevette comes with a whole lot of standard features. All that you see here. Plus a whole lot more that you don't see. (Many

features are not standard equipment on Chevette Scooter.)

Why not see your Chevy dealer about buying or leasing a 1979 Chevette? You'll certainly be getting your money's worth. And that'll be a nice change, won't it?

**Chevrolet**



**STANDARD:**  
Reclining front bucket seats.



**STANDARD:**  
Body side moldings.



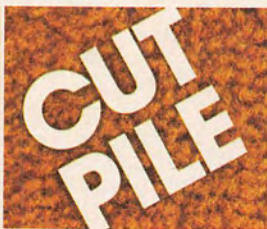
**STANDARD:**  
1.6 Litre engine.



**STANDARD:**  
Console & 4-speed transmission.



**STANDARD:**  
Rack-and-pinion steering.



**STANDARD:**  
Cut-pile carpeting.



**STANDARD:**  
Fold-down rear seat.



**STANDARD:**  
Front disc brakes.



**STANDARD:**  
Unitized body.



**STANDARD:**  
AM radio.



**STANDARD:**  
Four-foot-wide hatch.



**STANDARD:**  
White-stripe glass-belted radials.



**STANDARD:**  
Delco Freedom battery.



Chevy dealers  
from coast to coast.



**BEST-SELLING 4-DOOR HATCHBACK IN AMERICA.**





## VOICE of the TIGERS



By

**K-LA**

Incorporated 1929

**LABORATORIES**

Michigan's Largest Sound Contractors

6800 CHASE ROAD • DEARBORN  
PHONE (313) 846-3800



### Leonard Krol Is a Typocraft Salesman

But he won't be knocking on your door.

He's a pressman. His 22 years of pride, knowledge and experience at Typocraft pay off for customers with quality printing and delivery dates met as promised.

Leonard and the people he works with do letterpress and offset printing, one through four colors, publications, brochures, catalogues, letterheads and envelopes, and much more . . . from typesetting and pre-press preparation right through the finish work in the bindery.

Thanks to the special attention Leonard Krol gives each job, Typocraft customers come back again and again.

**The Typocraft Company**

445 York • Detroit, MI 48202  
(313) 872-2501

# BARGAIN EVENTS

Inflation-fighting at Tiger Stadium in 1979 embraces 18 special dates — bargain events when ticket prices are even lower than the regular low, low scale.

These are the eight Family Nights and 10 Tiger Days on the schedule, price-cutting events for families, women, children and senior citizens.

Family Nights, all on Monday, call for the regular \$5.00 admission for the head of the household, but \$1.50 each for other members of the family group.

Tiger Days, all on Saturday afternoons, are priced at \$1.50 per person for all women and girls, boys 14 or under, senior citizens and youth groups of the proper age.

Tickets for both Family Nights and Tiger Days can be purchased in advance, ordered by mail, or bought at the gate before each event.

#### FAMILY NIGHTS — Mondays at 8:00

May 7	Chicago White Sox
May 21	New York Yankees
June 11	Oakland A's
July 2	Cleveland Indians
July 9	Minnesota Twins
July 23	Chicago White Sox
August 27	California Angels
September 17	Baltimore Orioles

#### TIGER DAYS — Saturdays at 2:15

April 21	Toronto Blue Jays
April 28	Minnesota Twins
May 12	Milwaukee Brewers
May 26	Baltimore Orioles
June 16	California Angels
June 30	Cleveland Indians
August 4	Kansas City Royals
August 25	Seattle Mariners
September 1	Oakland A's
September 29	Boston Red Sox







# THE STAR SPANGLED BANNER

Oh say, can you see, by the dawn's early light,  
What so proudly we hail'd, at the twilight's last gleaming,  
Whose broad stripes and bright stars, through the perilous fight,  
O'er the ramparts we watch'd, were so gallantly streaming?  
And the rockets' red glare, the bombs bursting in air,  
Gave proof through the night, that our flag was still there.  
Oh say, does that Star-Spangled Banner yet wave,  
O'er the land of the free. and the home of the brave?



Clip and Save!

*Get the  
latest  
sports  
news!*

## SPORTSPHONE\*

Dial Chicago or New York direct for selected scores and features!

*Updated  
at least  
40 times  
a day.*

From Detroit to Chicago

### 1-312-936-1313

Times	1st Min.	Add'l Min.
Mon.-Fri. 8 a.m.-5 p.m. ....	46¢	32¢
Sun.-Fri. 5 p.m.-11 p.m. ....	29¢	21¢
Sun.-Fri. 11 p.m.-8 a.m. ....	18¢	13¢
Sun. 8 a.m.-5 p.m. ....	18¢	13¢
All day Saturday ....	18¢	13¢

From Detroit to New York

### 1-212-999-1313

Times	1st Min.	Add'l Min.
Mon.-Fri. 8 a.m.-5 p.m. ....	50¢	34¢
Sun.-Fri. 5 p.m.-11 p.m. ....	32¢	23¢
Sun.-Fri. 11 p.m.-8 a.m. ....	20¢	14¢
Sun. 8 a.m.-5 p.m. ....	20¢	14¢
All day Saturday ....	20¢	14¢

All rates shown are based on rates currently in effect 2/10/79. Subject to change. Tax not included.

\*A service mark of Phone Programs, Inc.



# HOW TO SCORE

Fans can enjoy baseball more this summer at the stadium or at home by keeping score of the game.

The best part about keeping score is that it's easy. All you need is a basic knowledge of baseball's rules. Experts use a simple code, which is based on numbering players by their positions.

## Number Players As Follows

1—Pitcher; 2—Catcher; 3—First Baseman; 4—Second Baseman; 5—Third Baseman; 6—Shortstop; 7—Left Fielder; 8—Center Fielder; 9—Right Fielder; DH—Designated Hitter

## SYMBOLS FOR PLAYS

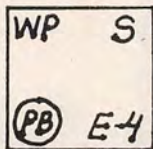
Single —	Fielders Choice—FC
Double ==	Hit by Pitcher—HP
Triple ≡	Wild Pitch—WP
Home Run ≡≡	Passed Ball—PB
Sacrifice—SH	Stolen Base—SB
Walk—BB	Force Out—FO
Strikeout—K	Double Play—DP
Balk—BK	Error—E
Foul Fly—F	Sacrifice Fly—SF

## ADDITIONAL SYMBOLS:

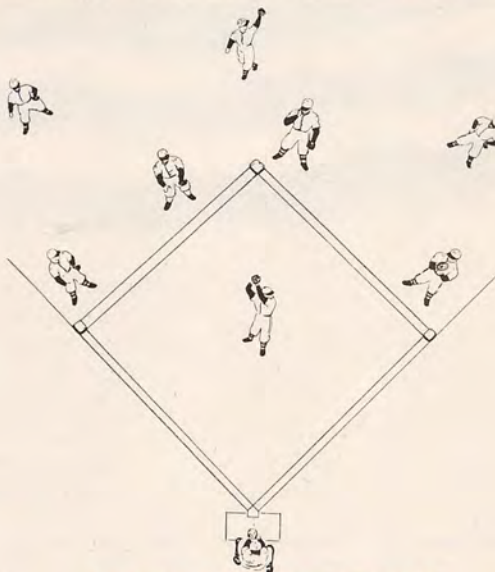
IW for intentional walk, L for line drive, Kc for called out on strikes, B for bunt, and a wavy line indicating a change, either for a new pitcher or batter.

Every time a new batter goes to the plate, use the numbers to indicate how he was retired or how he reached base.

Fielding plays retiring batters or runners also call for the use of the numbers. For instance, the batter who grounds out to the shortstop is retired 6-3 in your scoring. If he flies to the right fielder, merely use the figure 9. If it is foul: 9F.



In example to left, batter reached first on an error by the second baseman, stole second, went to third on a wild pitch and scored on a passed ball. It is convenient to encircle all runs as shown so that scoring plays may be seen at a glance.

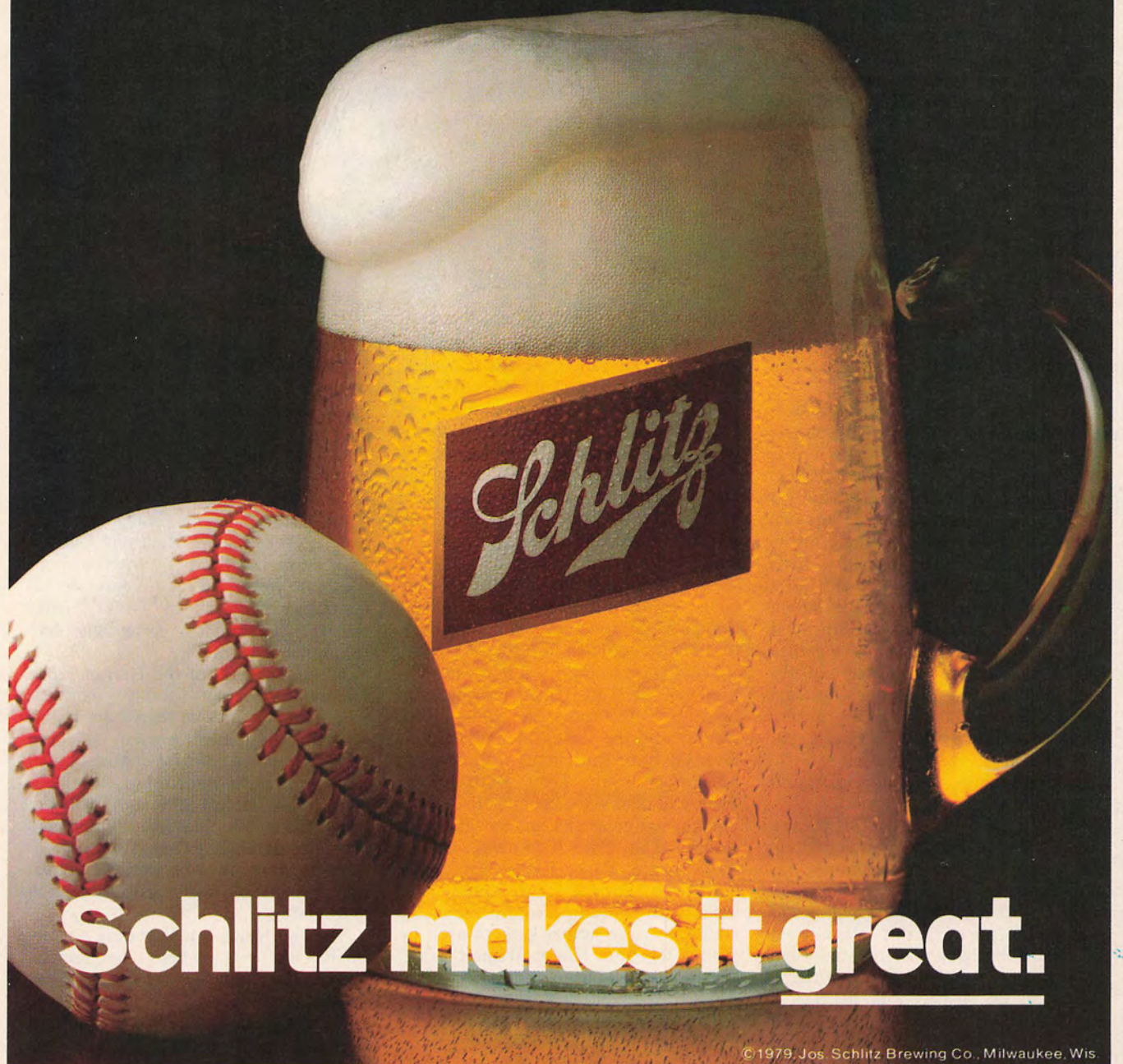


SAMPLE SCORE SHEET

TEAM	1	2	INNING 1
4 2nd Baseman	2-6		4 singled, thrown out stealing (catcher to shortstop)
8 Center Fielder	FC		8 doubled, advanced to 3rd on a fielder's choice, scored on passed ball
5 3rd Baseman	4-3		5 thrown out (2nd to 1st)—fielder's choice
DH Designated Hitter	HP		DH hit by pitcher, took 1st base
3 1st Baseman	8		3 flied out to center field—end of inning
2 Catcher		6-4	INNING 2
7 Left Fielder		BB	2 walked, later forced out shortstop to 2nd base (1st half of double play)
9 Right Fielder		DP	7 hit into double play (shortstop to 2nd base to 1st base)
6 Shortstop		6-4-3	9 hit home run
1 Pitcher		3F	6 fouled out to 1st base
TOTALS	R H	1 2	1 1



# Relief ace.



**Schlitz makes it great.**



# THE HALL OF FAME

The Hall of Fame is getting a face-lifting. Baseball's famous showcase is undergoing a multi-million dollar expansion and renovation program which will provide display potential for almost the Museum's entire collection of over 10,000 pieces of memorabilia, almost half of which have been in storage over the years due to space limitations. The building program, which will double the size of the existing facility, is scheduled for completion in three stages throughout the year; and it will provide a more complete, better organized and, even more exciting review of baseball as the Hall of Fame celebrates its 40th anniversary.

Upon entering, visitors will now enjoy browsing through the Cooperstown Room, containing both an artifact and pictorial history of the unique village going back to the James Fenimore Cooper days, and of the origin of the game of baseball, believed by many to have been devised here by Abner Doubleday in 1839. Here too, a special display of Willie Mays' items will honor the Hall of Fame's recent electee.

An exciting new feature certain to be well-received is the Great Moments Room where baseball's most exciting games and feats are depicted through giant eight foot by ten foot blowups of historic photographs. Here fans will re-live Joe DiMaggio's 56-game hitting streak, Ruth's 60th home run, Maris' 61st and Hank Aaron's 715th, Ted Williams' batting .406, Jackie Robinson's debut, Lou Brock's 118th steal, Lou Gehrig's 2,130 consecutive games, Sandy Koufax' 4th no-hitter and perfect game, Bobby Thomson's dramatic 1951 home run, Harvey Haddix' perfect game loss, Johnny VanderMeer's double no-hitters, Don Drysdale's 58-2/3 scoreless innings and Bob Feller's no-hitters and shutouts.

Also on the first floor will be the traditional Hall of Fame Room containing the bronze plaques of the game's immortals.

Most of the second floor will be designed to portray the History of Baseball utilizing mementos and photographs, supplemented by original paintings. On display will be Hall of Famers' bats, uniforms, gloves, autographed baseballs, sliding pads, baseball cards, team sweaters, shoes,



scorecards, ticket stubs, trophies, cups, awards and player contracts. Also in this section will be detailed displays showing the evolution of baseballs, bats, catchers' equipment, fielding gloves and player uniforms.

Black baseball going back to the early Negro leagues will be an integral part of the second floor exhibit, and Baseball's World Tours promise to make an unusual display. Finally, the second floor will contain the All-Star Game exhibit—a year-by-year collection of All-Star memorabilia going back to the initial contest in 1933.

Moving on to the third floor, the visitor will be entertained by two delightful collections—the Babe Ruth display and the Casey Stengel exhibit. Over 130 Babe Ruth items will surround his locker in the Babe Ruth Room. Fans will also get a special thrill from comparing ballparks in the Ballpark Room. The Polo Grounds, Ebbets Field, Shibe Park, Forbes Field and Crosley Field are represented here along with souvenirs from present day stadia; and the actual lockers used by Walter Johnson, Honus Wagner, Hank Aaron, Joe DiMaggio, Lou Gehrig and Roberto Clemente will be on display.

The World Series Room on the third floor will bring back October excitement. Beginning with the first World

Series in 1903 between the Pittsburgh Pirates and the Boston Red Sox, fans will thrill to highlights of the game's great championship games. Life-size figures of World Series heroes will delight the young and old alike—Dizzy Dean, Al Gionfriddo, Jackie Robinson, Home Run Baker, Willie Mays, Babe Ruth, Don Larsen, Sandy Koufax, Reggie Jackson, Joe Rudi and Carlton Fisk are on display along with an abundance of World Series memorabilia including collections of World Series tickets, press pins, programs and Championship rings.

The lower level of the Hall of Fame features Baseball Today exhibits, where each of the 26 teams are represented. The clubs' present-day uniforms provide a colorful contrast as today's stars receive their due. An elaborate and complete gift shop will accommodate the souvenir hunter and the adjacent Hall of Fame Library contains voluminous collections of books, photographs and clippings for research and reference.

The end result is a showcase worthy of its contents, where the famous heroes, the brilliant plays and the great games are preserved for all fans who can now enjoy the excitement of baseball today without missing the thrills of baseball past.



# THIRST BASE.



## TIGERS AWAY FROM HOME

### The New York Sheraton

Sheraton Hotels and Motor Inns  
7th Avenue at 56th Street  
New York, N.Y. 10019  
Telephone (212) 247-8000

### TORONTO, CANADA

### Hotel Toronto

WESTERN INTERNATIONAL HOTELS  
Partners in travel with United Airlines

800-228-3000



5100 FALLS RD.  
BALTIMORE, MD.  
(301) 532-6900

MARYLAND'S ONLY  
FOUR STAR HOTEL

### The Pfister Hotel & Tower

424 E. Wisconsin Ave.  
Milwaukee, WI 53202  
(414) 273-8222

PROUD TO HOST THE TEAMS  
OF THE AMERICAN LEAGUE

BOND COURT HOTEL  
777 ST. CLAIR AVENUE  
CLEVELAND, OHIO 44114  
(216) 771-7600



### The Leamington Hotel

"Home of Major Leagues"  
Minneapolis, Minn.





# EXPERIENCED RV BUYERS CHOOSE THE STYLISH GRAND SLAM.

It's a fact. Over 60% of our new Grand Slam motor home buyers are previous RV owners. So they know a good thing when they see it. Like the Grand Slam interior which speaks for itself.

Inviting living area by day. Comfortable sleeping accommodations at night. Spacious storage. And thick, plush carpet, luxurious seat fabrics and AM/FM stereo—all standard.

Stylish outside, too. With clean aerodynamic lines, large windows, fiberglass roof and smooth aluminum siding.

And, Grand Slam is built tough. With all-around steel-cage framing and a reinforced steel underframe. Plus body-bonding, foamed-in-place insulation for comfort and a much quieter ride.

For all its smart styling and classy good looks, Grand Slam is affordably priced in a choice of 17', 23', and 25' models. And it even runs on regular gas.

See the Grand Slam today. For the name of your nearest dealer, call toll free: 800-243-5000 (In Connecticut: 1-800-882-5577).

## GRAND SLAM.

Please send me a free Grand Slam brochure.

NAME

ADDRESS

CITY

STATE  ZIP



**CHAMPION**  
HOME BUILDERS CO.

TS 5573 E. North St., Dryden, MI 48428



# GET IT FROM CHAMPION.



## Detroit Tigers Roster

Manager: Les Moss (28) Trainer: Bill Behm Traveling Secretary: Bill Brown  
Coaches: Ed Brinkman (51) Gates Brown (26) John Grodzicki (52) Dick Tracewski (53)  
Batting practice pitcher: Boots Day (55)

No.	PITCHERS	B-T	Ht.	Wt.	Born	Residence
36	Arroyo, Fernando	R-R	6-2	180	3-21-52	Sacramento, Calif.
31	Baker, Steve	R-R	6-0	185	8-30-56	Eugene, Ore.
41	Billingham, Jack	R-R	6-4	215	2-21-43	Winter Park, Fla.
18	Hiller, John	R-L	6-0	165	4- 8-43	Duluth, Minn.
29	Lopez, Aurelio	R-R	6-0	200	10- 5-48	Tecamachalco, Mex.
47	Morris, Jack	R-R	6-3	195	5-16-55	St. Paul, Minn.
19	Rozema, Dave	R-R	6-4	190	8- 5-56	Wyoming, Mich.
38	Tobik Dave	R-R	6-1	190	3- 2-53	Lyndhurst, Ohio
40	Underwood, Pat	L-L	6-0	175	2- 9-57	Kokomo, Ind.
39	Wilcox, Milt	R-R	6-2	185	4-20-50	Belleville, Mich.
CATCHERS						
13	Parrish, Lance	R-R	6-3	195	6-15-56	Diamond Bar, Calif.
12	Putman, Ed	R-R	6-1	190	2-27-49	Covina, Calif.
14	Wockenfuss, John	R-R	6-0	190	2-27-49	Wilmington, Del.
INFIELDERS						
2	Mankowski, Phil	L-R	6-0	180	1- 9-53	Huntington Woods, Mich.
4	Rodriguez, Aurelio	R-R	5-11	180	12-28-47	Los Mochis, Mex.
30	Thompson, Jason	L-L	6-4	200	7- 6-54	Southfield, Mich.
3	Trammell, Alan	R-R	6-0	160	2-21-58	Belleville, Mich.
5	Wagner, Mark	R-R	6-1	175	3- 4-54	Ashtabula, Ohio
1	Whitaker, Lou	L-R	5-11	160	5-12-57	Martinsville, Va.
OUTFIELDERS						
35	Jones, Lynn	R-R	5-9	175	1- 1-53	Harmonsburg, Pa.
33	Kemp, Steve	L-L	6-0	195	8- 7-54	Newport Beach, Calif.
8	LeFlore, Ron	R-R	6-0	200	6-16-52	Detroit, Mich.
27	Morales, Jerry	R-R	5-10	175	2-18-49	Caguas, Puerto Rico
10	Staub, Rusty	L-R	6-2	205	4- 1-44	Houston, Texas
24	Summers, Champ	L-R	6-2	205	6-15-48	Tempe, Ariz.

## Seattle Mariners Roster

Manager: Darrell Johnson (22) Trainer: Gary Nicholson Traveling Secretary: David Szen  
Coaches: Don Bryant (31) Bill Mazerowski (30) Vada Pinson (28) Wes Stock (32)

No.	PITCHERS	B-T	Ht.	Wt.	Born	Residence
17	Abbott, Glenn	R-R	6-6	200	2-16-51	Redmond, Wash.
38	Bannister, Floyd	L-L	6-1	190	6-10-55	Tempe, Ariz.
35	Decker, Joe	R-R	6-0	195	6-16-47	Eagan, Minn.
24	Dressler, Rob	R-R	6-3	195	2- 2-54	Spokane, Wash.
40	Honeycutt, Rick	L-L	6-1	190	6-29-54	Kirkland, Wash.
36	Jones, Odell	R-R	6-3	180	1-13-53	Carson, Calif.
27	McLaughlin, Byron	R-R	6-1	175	9-29-55	Malibu, Calif.
25	Montague, John	R-R	6-1	205	9-12-57	Glenwood, Ala.
20	Parrott, Mike	R-R	6-4	205	12- 6-54	Redmond, Wash.
41	Rawley, Shane	L-L	6-0	155	7-27-55	Racine, Wis.
CATCHERS						
5	Cox, Larry	R-R	5-11	190	9-11-47	Lima, Ohio
15	Stinson, Bob	L/R-R	5-11	185	10-11-45	Bellevue, Wash.
INFIELDERS						
12	Beamon, Charlie	L-L	6-0	170	12- 4-53	Oakland, Calif.
11	Mendoza, Mario	R-R	5-11	185	12-26-50	Chihuahua, Mexico
7	Meyer, Dan	L-R	5-11	180	8- 3-52	Redmond, Wash.
10	Milbourne, Larry	L/R-R	6-0	155	2-14-51	Redmond, Wash.
1	Stein, Bill	R-R	5-10	170	1-21-47	Rockledge, Fla.
2	Valentine, Bobby	R-R	5-10	185	5-13-50	White Plains, N.Y.
OUTFIELDERS						
23	Bochte, Bruce	L-L	6-3	200	11-12-50	Woodinville, Wash.
43	Hale, John	L-R	6-2	195	8- 5-53	Wasco, Wash.
53	Horton, Willie	R-R	5-10	210	10-18-42	Detroit, Mich.
9	Jones, Ruppert	L-L	5-10	170	3-12-55	Redmond, Wash.
14	Paciorek, Tom	R-R	6-4	210	11- 2-46	Stone Mountain, Ga.
8	Roberts, Leon	R-R	6-3	200	1-22-51	Bellevue, Wash.
18	Simpson, Joe	L-L	6-3	175	12-31-51	Norman, Okla.

## Watch for TIGER Bargains.

Have Fun! Save Money, Too!

## TIGER DAYS

June 16, June 30

Aug. 4, Aug. 25

Sept. 1, Sept. 29

Women, girls, boys 14 or under,  
all senior citizens admitted  
for \$1.50 each



## FAMILY NIGHTS

July 2, July 9, July 23

Aug. 27

Sept. 17

Head of family: \$5.00, rest of  
family group \$1.50 each

Tickets for both Bargain Events  
on sale in advance . . .  
Order by mail . . . or purchase  
at gate before each game.



“Batting first...  
the King of Beers.”





# MARINERS

E	LINEUP	1	2	3	4	5	6	7	8	9	10	AB	R	H	RBI
	(10) Milbourne (2B) FOT	①	2-2	3-2	6-3	5-8	5-3					4	0	1	
	(9) Jones (CF) 5-8	②	6-3	③	1-0	5-6	③					4	1	1	
	(23) Bochte (1B) 9-3	②	FOT	③	1-0	5-8	①					4	0	0	
	(53) Horton (DH) FOT	③	1-0	①	5-8	①						4	0	1	
	(7) Meyer (3B) 5-7	③	HCF	②	FOT	②						4	1	2	
	(18) Simpson (RF) ③	①	③	③	5-6	③						3	0	1	
	(5) Cox (C) ③	②	②	②	②	②						4	0	0	
	(43) Hale (LF) ③	①	①	①	③	③						3	0	0	
	(11) Mendoza (SS) ③	③	③	③	③	③						4	1	1	
	(20) Parrott (P) ③											0	0	0	0
	(25) Montague (P) ③											0	0	0	0
	TOTALS R/H	0/1	0/1	1/2	1/1	0/0	1/1	0/0	0/1						

# SEATTLE

- Stein, if
- Valentine, if
- Cox, c
- Meyer, if
- Roberts, of
- Jones, of
- Milbourne, if
- Mendoza, if
- Beamon, if
- Paciorek, of
- Stinson, c
- Abbott, p
- Simpson, of
- Parrott, p
- Johnson, manager
- Bochte, if
- Dressler, p
- Montague, p
- McLaughlin, p
- Pinson, coach
- Mazeroski, coach
- Bryant, coach
- Stock, coach
- Decker, p
- Jones, p
- Bannister, p
- Honeycutt, p
- Rawley, p
- Hale, of
- Horton, of

# TIGERS

E	LINEUP	1	2	3	4	5	6	7	8	9	10	AB	R	H	RBI
	(8) LeFlore (CF) 6-6	①	③	③	3-2	5-8	5-3					4	1	2	
	(3) Trammell (SS) ③	②	①	②	②	②	①					4	0	0	
	(33) Kemp (LF) ③	③	②	②	②	②	②					4	0	0	
	(10) Staub (DH) ③	①	③	③	③	③	③								
	(30) Thompson (1B) 2B3	③	③	③	③	③	③								
	(24) Summers (RF) ③	③	③	③	③	③	③								
	(14) Wockenfus (C) ③	③	③	③	③	③	③								
	(2) Mankowski (3B) ③	③	③	③	③	③	③								
	(5) Wagner (2B) ③	③	③	③	③	③	③								
	(39) Wilcox (P) ③														
	(18) Hiller														
	TOTALS R/H	0/0	1/3	0/0	5/2	0/0	0/1	0/0	1/2			7	8	1	

# DETROIT

- Whitaker, if
- Mankowski, if
- Trammell, if
- Rodriguez, if
- Wagner, if
- LeFlore, of
- Staub, of
- Putman, c
- Parrish, c
- Wockenfuss, c
- Hiller, p
- Rozema, p
- Summers, of
- Brown, coach
- Morales, of
- Moss, manager
- Lopez, p
- Thompson, if
- Baker, p
- Kemp, of
- Jones, of
- Arroyo, p
- Tobik, p
- Wilcox, p
- Underwood, p
- Billingham, p
- Morris, p
- Brinkman, coach
- Grodzicki, coach
- Tracewski, coach
- Day, bpp

**When you say Budweiser,  
you've said it all!**



## AMERICAN LEAGUE PITCHERS

BALTIMORE	BOSTON	CALIFORNIA	CHICAGO	CLEVELAND	DETROIT	KANSAS CITY	MILWAUKEE
16 McGregor	16 Burgmeier	17 LaRoche	24 Proly	17 Garland	18 Hiller	21 Rodriguez	10 McClure
22 Palmer	21 Torrez	30 Ryan	26 Scarbery	23 Cruz	19 Rozema	22 Leonard	23 Cleveland
23 T. Martinez	22 Campbell	33 Barr	27 Kravec	32 Clyde	29 Lopez	23 Mingori	25 Travers
26 Stanhouse	25 Renko	36 Barlow	28 Wortham	33 Wilkins	31 Baker	27 Martin	29 Rautzhan
30 D. Martinez	31 Hassler	37 Frost	30 Baumgarten	36 Waits	36 Arroyo	32 Gura	30 Haas
32 Stone	41 Drago	38 Clear	33 Trout	37 Spillner	38 Tobik	33 Pattin	35 Castro
46 Flanagan	42 Rainey	40 Tanana	41 Howard	39 Barker	39 Wilcox	34 Splittorff	39 Sorensen
49 Stoddard	43 Eckersley	41 Miller	46 Barrios	40 Wise	40 Underwood	38 Gale	41 Slaton
53 Stewart	45 Wright	42 Knapp	47 Hinton	43 Monge	41 Billingham	39 Hrabosky	43 Mitchell
	46 Stanley	46 Aase		44 Hood	47 Morris	40 Busby	45 Galasso
				48 Paxton			46 Augustine
							48 Caldwell

MINNESOTA	NEW YORK	OAKLAND	SEATTLE	TEXAS	TORONTO
17 Redfern	23 Tiant	17 Norris	17 Abbott	11 Comer	23 Lemanczyk
18 Hartzell	25 John	22 Langford	20 Parrott	17 Ellis	24 Underwood
19 Erickson	29 Hunter	27 Keough	24 Dressler	26 Rajsich	25 Freisleben
20 Serum	31 Figueroa	28 Todd	25 Montague	28 Lyle	33 Willis
27 Bacsik	39 Davis	32 Minetto	27 McLaughlin	30 Farmer	34 Jefferson
28 Marshall	43 Clay	33 Hamilton	35 Decker	31 Jenkins	36 Garvin
30 Goltz	45 Beattie	34 Lacey	36 Jones	32 Matlack	38 Moore
31 Brett	47 Kaat	38 Johnson	38 Bannister	33 Alexander	40 Lemongello
36 Koosman	49 Guidry	54 McCatty	40 Honeycutt	34 Kern	44 Buskey
38 Zahn	53 Burris	60 Heaverlo	41 Rawley	42 Medich	47 Huffman

## American League Umpires

- 1 Bill Haller
- 2 Lou DiMuro
- 3 Marty Springstead
- 4 Jerry Neudecker

- 5 Russ Goetz
- 6 Bill Kunkel
- 7 Larry Barnett
- 8 Don Denkinger

- 9 Ron Luciano
- 10 George Maloney
- 11 Larry McCoy
- 12 Bill Deegan

- 13 Dave Phillips
- 14 Jim Evans
- 15 Joe Brinkman
- 16 Nick Bremigan

- 17 Jim McKean
- 18 Terry Cooney
- 19 Rich Garcia
- 20 Dale Ford

- 21 Al Clark
- 22 Greg Kosc
- 23 Ken Kalser
- 24 Durwood Merrill

- 25 Steve Palermo
- 26 Vic Valtaggio
- 27 Mike Reilly
- 28 Ted Hendry

- 29 Derryl Cousins
- 30 Dallas Parks
- 31 John Shulock
- 32 Fred Spenn

## NATIONAL LEAGUE PITCHERS

ATLANTA	CHICAGO	CINCINNATI	HOUSTON	LOS ANGELES	MONTREAL
24 M. Mahler	30 Holtzman	31 Moskau	33 Throop	20 Sutton	21 Sanderson
26 Garber	36 Caudill	32 Norman	35 Sambito	35 Welch	22 Bahnsen
27 McWilliams	38 Hernandez	34 Borbon	36 Niekro	36 La Grow	27 Sosa
29 Matula	39 Krukow	37 Tomlin	37 Dixon	41 Reuss	35 Fryman
32 McLaughlin	40 McGlothen	40 Bair	38 Williams	43 Sutcliffe	36 Schatzeder
35 Niekro	41 Tidrow	41 Seaver	42 Roberge	46 Hooton	37 Lee
37 Solomon	42 Sutter	42 Bonham	45 Riccelli	49 Hough	43 May
38 Devine	47 Lamp	45 Sarmiento	46 Niemann	51 Forster	45 Rogers
39 R. Mahler	48 Reuschel	47 Hume	47 Andujar	56 Patterson	46 Palmer
40 Skok	49 Moore	51 LaCoss	50 Richard		48 Grimsley
43 Brizzolara					

NEW YORK	PHILADELPHIA	PITTSBURGH	ST. LOUIS	SAN DIEGO	SAN FRANCISCO
22 Murray	32 Carlton	15 Romo	22 Schultz	16 D'Aquisto	14 Blue
27 Swan	35 Espinosa	19 Rooker	31 Forsch	29 Lolich	17 Moffitt
30 Scott	38 Christenson	22 Blyleven	32 Littell	32 Shirley	23 Nastu
33 Falcone	41 Lonborg	23 Jackson	34 Knowles	34 Fingers	25 Roberts
36 Twitchell	42 Reed	25 Kison	35 Martinez	35 Jones	38 Minton
38 Lockwood	43 Bird	26 Bibby	36 Denny	36 Perry	39 Knepper
40 Zachry	44 Ruthven	27 Tekulve	42 Sykes	41 Rasmussen	40 Curtis
47 Orosco	45 McGraw	31 Whitson	46 Vuckovich	44 Owchinko	43 Griffin
48 Glynn	47 Lerch	43 Robinson	47 McEnaney	48 Kinney	46 Lavelle
49 Kobel	49 Eastwick	45 Candelaria	49 Bruno		49 Tellman

*Something FREE for Boys and Girls!*

*Exciting Baseball and a Gift, Too!*

# FREE HELMET DAY

**Sunday, June 17 (Tigers vs. Angels at 1:30)**

**Free souvenir plastic helmet with Tiger emblem  
for every youngster, 14 or under on full-price ticket.**

Box seats \$6.00, reserved \$5.00 on sale in advance.  
Grandstand \$3.50, bleachers \$2.00 at gate day of game.



# We take your feet as seriously as you take your game.



Whatever your sport,  
we have the right shoe  
for your feet.

All the names you know.  
Adidas, Nike, Puma, Tiger,  
Converse, Tretorn, Riddell,  
Lydiard, New Balance,  
Brooks, Gola, Diadora,

Saucony. And more.

All the major styles those  
names produce. In all sizes.  
In stock. Plus all the big names  
in apparel and accessories  
to go with all these shoes.

We have it all.  
All under one roof.

## Foot Locker®

America's most complete athletic footwear store.

Twelve Oaks Mall • Pontiac Mall • Northland Shopping Center



# UMPIRES SIGNALS



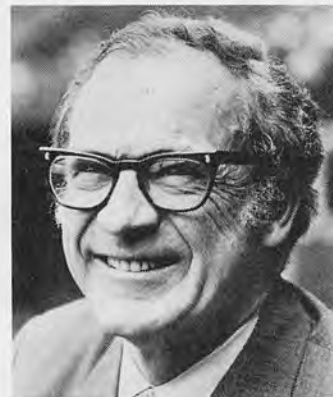
# ON THE AIR



*George Kell*



*Al Kaline*



*Ernie Harwell*



*Paul Carey*

On the air, like on the field, experience counts and the Tigers' television and radio broadcasters are not strangers to their fans.

Lots of years on the air in behalf of the Tigers add up in the careers of George Kell and Al Kaline on television; Ernie Harwell and Paul Carey on radio.

Kell, who supplies the play-by-play description on TV, joined the Tigers' aerial crew in 1959 and has been around ever since, with the exception of 1964. His rise to the top in broadcasting followed an equally-brilliant career on the field as an American League infield star for 14 years with the Tigers and other teams.

Kaline, his expert commentator partner on television, has been on the air since 1976, but his playing career was even longer than Kell's. Al collected more than 3,000 hits in his 22 seasons as a Tiger outfield star.

Harwell tops them all behind the microphone, however. He got his major league start in 1948 and joined the Tigers in 1960 after experience with the Dodgers, Giants and Orioles.

Carey, who has been on the Detroit radio scene since 1958 as a sports staffer at Station WJR, joined Harwell in 1973.

Station WDIV (channel 4) is the Tiger TV flagship station, the fifth straight season for the station formerly known as WWJ-TV. The TV schedule calls for 41 games on the

seven-station network, plus six more games to be carried by WDIV only.

Station WJR (760), which originates every game for a radio network of about 50 stations, is celebrating its 15th season as the Tigers' key outlet.



**FRANK B. HALL  
& CO.  
OF MICHIGAN**



Formerly Byrnes-McCaffrey, Inc.  
INSURANCE AGENTS

*Advisors to the insurance  
purchaser, representing only the  
finest insurance companies*

200 Renaissance Center  
Suite 3200  
Detroit, Mich. 48243  
Telephone 259-0200

© Lorillard, U.S.A., 1979

# Big league pleasure!

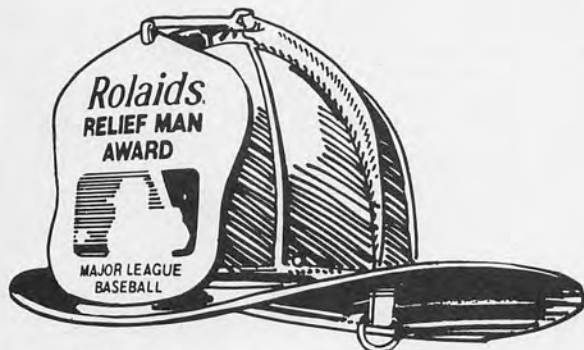


Newport: 18 mg. "tar," 1.3 mg. nicotine;  
Max: 17 mg. "tar," 1.3 mg. nicotine;  
Golden Lights: 8 mg. "tar," 0.7 mg.  
nicotine; Kent: 12 mg. "tar," 0.9 mg.  
nicotine; True: 5 mg. "tar," 0.4 mg.  
nicotine; Old Gold: 18 mg. "tar," 1.2 mg.  
nicotine av. per cigarette, FTC Report May  
1978. Kent III: 3 mg. "tar," 0.4 mg.  
nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

## IN 1978 THE TIGERS SPELLED RELIEF: JOHN HILLER

Team winner of the  
1978 Roloids Relief Man Award  
for outstanding relief pitching.



### Roloids Also Salutes 1978 League Winners

Rollie Fingers  
San Diego Padres  
National League

Rich Gossage  
New York Yankees  
American League



## Roloids spells relief



# THE MAN FOR ALL SEASONS

By Stan Grosshandler  
*Society for American Baseball  
Research*

When Kirk Gibson, the Tigers' No. 1 draft choice last June, picked professional baseball over football following his fine gridiron career at Michigan State, it emphasized the great appeal of the diamond sport to college athletes.

It also underlined the fact that "The Man for All Seasons" is facing extinction. It is becoming impossible to compete professionally in more than one sport.

Eric Tipton, retired baseball coach at West Point, recently spoke of his decision for baseball after winning All-America grid honors at Duke in the 1930s:

"In those days, baseball was far the most stable sport. In football, you got paid by the game, with good backs getting \$150 to \$175 and the linemen less. While I didn't sign for a great deal with the Philadelphia A's, I got a small bonus. Baseball offered a much better future, as pro football seemed to be something you did until you could find a better job."

Baseball always has drawn its share of collegiate grid stars. Fred Sington (Alabama), Sam Chapman (California), Vic Janowicz (Ohio State) and Jackie Jensen (California) were other All-America stars who chose the diamond over the gridiron.

Janowicz is the only Heisman Trophy winner to play major league baseball.

Jensen claims the distinction of being the only athlete to be named All-America in football (1948), to play in the Rose Bowl (1949), to compete in the World Series (1950) and to be honored as the Most Valuable Player in the American League (1958).

Chuck Essegian (Stanford) is the only other player to appear in both the Rose Bowl and the World Series, where he was the first man to hit two pinch home runs (for the 1959 Dodgers).

Other baseball players with notable college football backgrounds were Alvin Dark, who managed pennant



winners in both major leagues, Harry Agganis and Moose Skowron.

There have been 54 athletes with the ability to perform professionally in both baseball and football. Two of them played, although quite briefly, with the Tigers.

John Mohardt, a quarterback at Notre Dame under Knute Rockne, was in five games for the 1922 Tigers, getting a hit on his only time at bat. He also played for several pro football teams and eventually became a



physician. Tom Yewcic, strong-armed quarterback from Michigan State, caught one game for Detroit in 1957, then opted for football and played six seasons in the American Football League.

One of the first well-known football stars to turn to professional baseball was Christy Mathewson, of Bucknell and the Giants. Four other members of the Baseball Hall of Fame starred

*continued on page 52*



# ALL-STAR



Players for the 1979 Major League All-Star Game, to be played in Seattle's Kingdome on July 17, will be selected again this season by baseball fans throughout the nation.

The Tigers expect to be well-represented on the ballot and Tiger fans are expected to support them strongly, as they have in the past.

The heavy voting period will be during the month of June, with easy-to-use punch card ballots available at Tiger Stadium, at other baseball parks throughout the country and at dealers exhibiting the All-Star display supplied by the Gillette Company, which again is underwriting the expenses of the gigantic election.

To vote, a fan simply punches out the box next to a player's name. He can vote for every position in both the American and National Leagues. To cast a write-in vote for a player not on the ballot, he can use a special section where the name can be added in writing and an adjacent box punched out.

After voting, the fan can leave his ballot in a box at Tiger Stadium or mail it to the national tabulation headquarters.

Voting in the All-Star election has assumed gargantuan proportions — one of the biggest non-political elections in the country. It can only be handled by means of a computer system.

Last season nearly 12 million ballots were used by that many fans attending games during the voting period, plus shoppers visiting stores handling Gillette products.

The blueprint for the All-Star Game itself was drawn in 1933 by the late Arch Ward, then sports editor of the Chicago Tribune, who conceived the event as an attraction for the Century of Progress Exposition running in Chicago.

The first game was played July 6, 1933 with the American League scoring a 4-2 decision. However, the American League currently trails the National League in the 49-game series, 30-18 with one game tied.

The fan election dates back to the first game. Fans made the selection in a newspaper poll that year and again in 1934. From 1935 through 1946, the managers picked their teams from among the stars of the two leagues.

Starting in 1947, the fans selected the starting players — minus the pitchers — again in newspaper polls. That lasted until 1958, when managers, coaches and players did the voting. That system was used through the 1969 game.

In 1970, Commissioner Bowie Kuhn returned the selections to the fans, who name the starting teams, with pitchers and reserves selected by the rival managers.





---

# RON LE FLORE

---



Ron LeFlore has earned the title of "Mr. Excitement" of the Detroit sports scene.

That's because at the plate, in the field and especially on the bases, Ron makes things happen.

And when Ron gets things rolling... anything goes.

If you've never sat in Tiger Stadium and watched Ron single-handedly start a Tiger rally, you've yet to experience one of Detroit's truly exciting sports thrills.

It starts with one of the many singles that has made Ron a consistent .300 hitter. Once on base, he may tease a pitcher for a few pitches before breaking for second and another stolen base. In the catcher's haste to stop him, the throw often winds up in centerfield, allowing Ron to take third and the chance to score on a fly ball or ground out.

It amounts to a run with just one single. And the fans go wild!

Many times, however, Ron doesn't stop at first base. In 1978, he added 30 doubles and three triples to his 12 home runs that helped account for his career-high 62 RBI — a pretty impressive figure for a leadoff batter.

But scoring runs and making things happen are Ron's specialties. And last season he proved that more than any Tiger in many years. With 126 runs, Ron was the first Tiger to lead the major leagues since Hank Greenberg scored 144 in 1938.

With 68 stolen bases, he was the first Tiger to lead the American League since Marty McManus did with only 23 in 1930.

And when Ron stole 27 straight bases from July 16 through Aug. 22, it was an American League first. No player in the history of the league had reached that mark before.

These are just a few reasons why Ron LeFlore has become "Mr. Excitement" of the Detroit sports scene.

The almost make-believe success story that originated in Jackson's Southern Michigan Prison five years ago doesn't seem to have an ending. It just gets better all the time.

And that's exciting... for Ron and Tiger fans everywhere!





# R-E-L-I-E-F

Tiger fans have their own special way of spelling "relief."

Unlike the popular television commercial, it's H-I-L-L-E-R...as in John Hiller.

In fact, the sight of the likable left-hander striding from the bullpen to the mound late in a game to preserve another Tiger victory has become as familiar as the seventh-inning stretch.

With 44 points, based on 15 saves and a 9-4 record, John again was the Tigers' top point producer in the Rolaid's Relief Man Award competition for 1978. A pitcher is awarded two points for each save and victory and loses one point for each loss in

relief.

It marked the second time in the three-year history of the award that dependable John has earned the distinction for the Tigers. He did it in 1976, while righthander Steve Foucault earned the Tiger honor in 1977.

With John's fearless attitude for performing under pressure and his magnificent left arm, he should be a factor in the competition for the award for as long as he wears a Tiger uniform.

Relief pitching has taken on a special significance in recent years. In fact, without at least one reliable reliever always ready to douse a fire, it is difficult for a team to remain in

contention for long.

The two-time World Champion Yankees proved that again last year when flame-throwing Rich Gossage won the American League Rolaid's Relief Man Award. The reliable righthander totaled 63 points with 27 saves and a 10-11 record.

Gossage snapped the two-year reign of righthander Bill Campbell who won in 1976 with Minnesota and 1977 with Boston.

San Diego righthander Rollie Fingers captured his second straight National League award with 73 points. Although the former Oakland standout had a mere 6-13 record, he posted an awesome 37 saves.

Former Cincinnati righthander Rawly Eastwick won the original National League award in 1976.

The award is presented annually by Rolaid's, part of the American Chicle Division. Warner-Lambert Company.



## THE EXCLUSIVE 50<sup>th</sup> ALL-STAR MEDALLION

Officially commissioned by Major League Baseball to commemorate the 50th All-Star Game between the American and National Leagues.



Front of Medallion

Back of Medallion

Destined to become a collector's item, this handsome coin is 1 1/2 inches in diameter and is offered in limited edition. (Content: .999 silver 1-ounce or in bronze.)

Orders must be postmarked by October 15, 1979.

If coupon is missing please write: All-Star 50, P.O. Box 1979, New City, N.Y. 10956

Mail This Coupon To:

**ALL-STAR 50, P.O. BOX 1979, NEW CITY, N.Y. 10956**

Please send me the following Official 50th All-Star Games Medallions. Enclosed is my check or money order for \$ \_\_\_\_\_

Quantity \_\_\_\_\_ .999 Silver Limited Edition—\$22.50 each

\_\_\_\_\_ Bronze—\$7.50 each

Name \_\_\_\_\_

Address \_\_\_\_\_

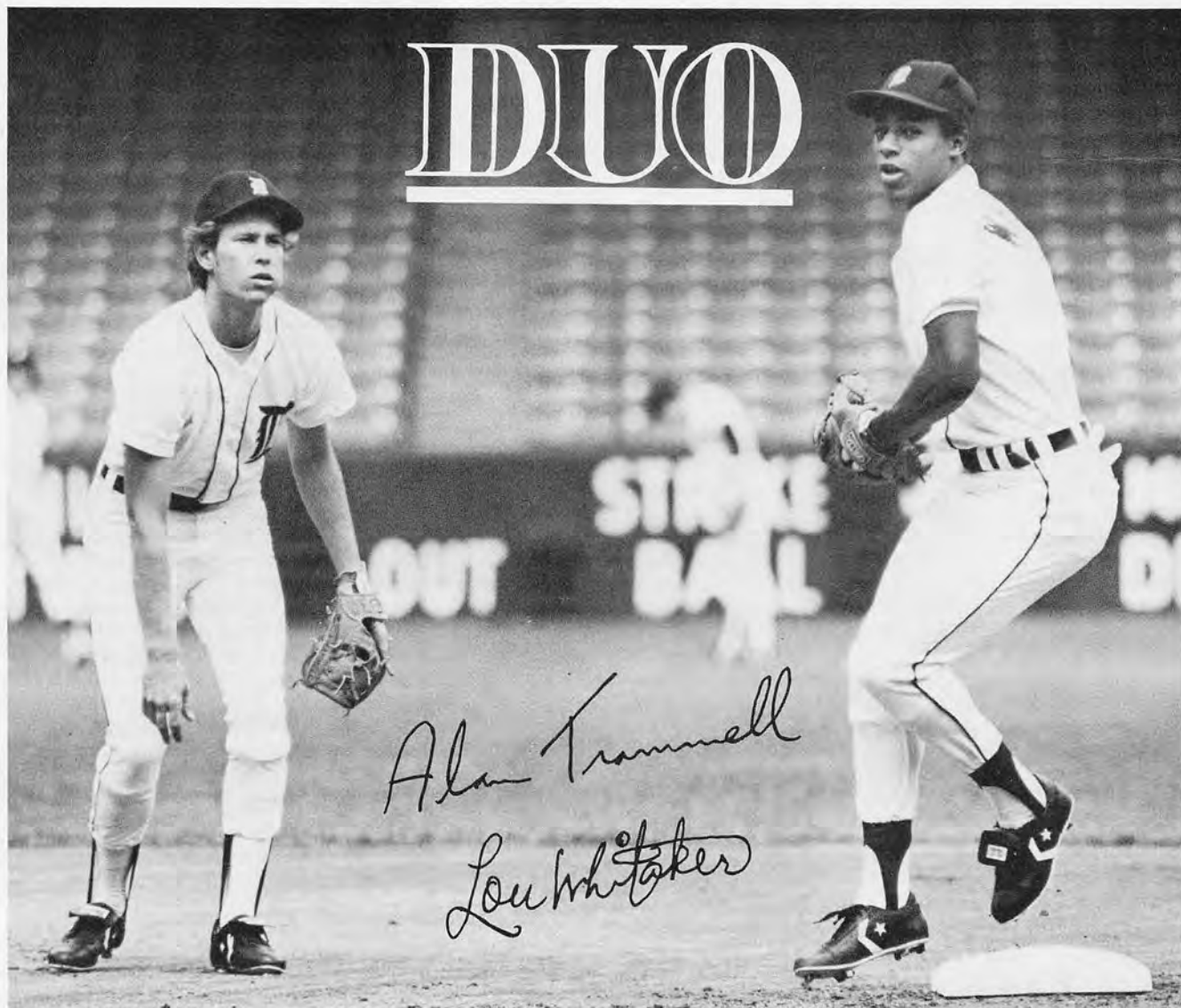
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please add appropriate state sales tax. Offer good in the U.S. only. Void in those states where prohibited. Foreign inquiries invited. Please allow six to eight weeks for delivery. Orders must be postmarked by Oct. 15, 1979.

8



# DUO



*Alan Trammell, left, and Lou Whitaker...double play kings of Tiger infield.*

It isn't quite true that if either Alan Trammell or Lou Whitaker drops his fork while eating, the other will catch it before it hits the floor.

But their precise teamwork up the middle of an infield truly is nothing short of amazing!

Few moves in sports are as thrilling as the unspoken razor-sharp teamwork that exists only with the finest athletes.

For example, a Super Bowl quarterback can fire a football into an unoccupied area, confident that his flanker will get there at the precise moment to complete the pass.

That's the kind of precision Tiger fans have witnessed ever since Alan and Lou exploded onto the scene as the most exciting young shortstop-second base combination to come along in a long, long time.

When Trammell digs deep into the hole at short, he never wonders where Whitaker will be. He simply fires the ball to second and Lou

takes care of the rest for another double play.

And when Lou dazzles the fans and frustrates the opposition with one of his flashy spins or stops, he knows his job is done. He shuffles the ball to his partner at short and Alan completes the play.

That's teamwork. And that's the main reason the Tigers led the major leagues with 177 double plays in 1978.

More important though, is the "good feeling" generated by this pair of 21-year-olds as they romp around the infield as though they had been there all their lives.

That's because they are having fun. And is there anything more infectious than the good feeling that is generated by a couple of youngsters who are enjoying what they do?

That good feeling and excitement was demonstrated the first time Lou went to bat last year when a packed

house chanted "Lou, Lou" in appreciation for his enthusiasm.

Lou gave everyone plenty to cheer about throughout the season as he went on to win the American League's Rookie of the Year Award by a landslide margin — the Tigers' second Rookie Award in the last three years.

Lou's toughest competition for the award was his partner at shortstop. And Lou acknowledged Alan publicly when he said: "When I look at this award, I see a lot of Alan in it. I think we both helped each other to do the jobs we knew we had to do."

No team can contend for a championship if it's weak up the middle. Many in the American League feel there is no middle stronger than the Tigers!

The best part? Alan and Lou are just 21-year-olds.

Isn't that quite a partnership?





**Bic side**

**Trac II side**

**We asked men to compare the 19<sup>3</sup>/<sub>4</sub>¢ Bic  
and the expensive Trac II.**

**"I can't tell  
the difference."**

We want you to know the surprising results of a recent test.  
Surprising to you, not us.

A random group of men were asked to compare the Bic  
shave and the more expensive Trac II® shave.

For fairness, the men were blindfolded and shaved by barbers.

*The result: 58% found the Bic shave equal to, or  
better than, the Trac II shave.*

Every consumer has the right to know this. It's not a  
claim, it's a hard fact.



**Why pay the difference  
when there's no difference?**





**ENJOY  
RED PELICAN  
AT THE BALL PARK...**

**RED PELICAN FOOD PRODUCTS WA 1-2500  
5650 ST. JEAN STREET, DETROIT, MI. 48213**

**...AND AT HOME!**

IN DETROIT  
IT'S

**Kar's**  
tasty fresh nuts

*Nutritious . Delicious*

High-protein, quick-energy snackin' that can't be beat. Keep your spirits up and your eyes on the game, while you pop Kar's "tasty fresh nuts" into your mouth. Just ask for Kar's.



Kar-Nut Products Co. Ferndale, Michigan 48220

# THE TIGER YEAR- BOOK

Wise Tiger fans watch for the colorful cover of the 1979 Tiger Yearbook — the one featuring Lou Whitaker and Alan Trammell, the whiz-bang youngsters in the middle of the infield.

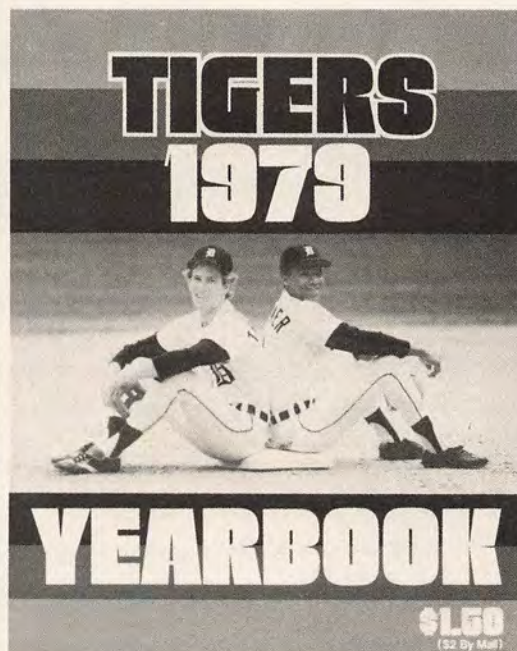
The fans know that the Yearbook is crammed with interesting color photos of their favorite players, along with their records and novel features in photos.

It's a volume of 64 pages, plus a heavy cover which makes it a fine souvenir to be kept and studied through the coming years.

The all-new 1979 Tiger Yearbook can be purchased for \$1.50 per copy at Tiger Stadium, from a vendor or at a souvenir stand, and for the same price at magazine stands throughout the Michigan-Ohio area.

This Yearbook also can be ordered by mail at \$2.00 per copy, postpaid. Mail orders, with \$2.00 remittance or check payable in U.S. currency, should be sent to: Yearbook, Tiger Stadium, Detroit, Mich. 48216. Mail orders are filled promptly but four weeks should be allowed for postal delivery.

Back issues of the Tiger Yearbook for certain seasons also are available by mail. Inquiries about back issues should be sent to: Public Relations, Tiger Stadium, Detroit, Mich. 48216.





# TIGER SPECIALS

Baseball is always first and foremost at Tiger Stadium — but there are some trimmings, too.

These are the special events which Detroit fans have come to anticipate as enjoyable treats while also worthwhile salutes to civic, church, patriotic or baseball organizations.

For the young fans, an annual highlight is Free Helmet Day, when a souvenir plastic headpiece, which is a replica of the Tigers' own safety helmet, is given to every boy and girl 14 or under on a full-price admission ticket. The date is Sunday, June 17, when the Tigers will be playing the California Angels.

There is a great variety of other special events — ranging from Lutheran Day, the oldest on the schedule, to B'nai B'rith Night, new this year.

Colorful almost beyond description are such other specials as Shrine Night and Polish American Night. Elks, Kiwanis, Knights of Columbus and DeMolay are fraternal groups getting the spotlight, too.

For sheer fun, there is the annual Fathers-Kids Game in which the Tigers play a "game" of comedy baseball against their sons and daughters. It is a late-season Saturday afternoon affair, on August 25, this season.

The biggest fund-raiser is the Sandlot Benefit exhibition game which the Tigers have been playing with the Cincinnati Reds on an annual basis. It is early on the schedule, Monday, April 23, when \$100,000 is due to be raised for the sandlotters.

Listed in alphabetic order, here are the special events which will add much of the fans' enjoyment of another big season at Tiger Stadium:

American Legion Day	.....May 26
B'nai B'rith Night	.....June 26
DeMolay Night	.....May 25
Elks Day	.....June 16
Fan Club Day	.....Sept. 1
Fathers-Kids Game	.....Aug. 25
Helmet Day	.....June 17
Irish-American Night	.....June 29
Kiwanis Day	.....July 22
Knights of Columbus Night	.....July 21
Lions-Pioneers-Tigers	
Alumni Day	.....Sept. 9
Lutheran Day	.....Aug. 5
Navy Night	.....Aug. 29
Polish-American Night	.....June 15
Salute to Champions	.....Sept. 30
Sandlot Benefit	
Exhibition (Reds)	.....April 23

Shrine Night	.....Aug. 3
Veterans of Foreign Wars	
Day	.....June 30
Windsor Night	.....July 3



*A shiny new souvenir helmet for young Tiger fans ... It's a gift from the Tigers on Free Helmet Day.*





# TY COBB



He once led the American League in home runs with a grand total of nine for the season, but four-baggers really were no big thing in the life of Ty Cobb.

Take the first homer of the Georgia Peach's great career as a Tiger immortal, reported by Arthur O. Schott, a New Orleans student of the game as a member of the Society for American Baseball Research.

It occurred in the first game of a Sept. 23, 1905 double-header at Washington, the 26th game of the Detroit Hall of Famer's career. Schott found this description in a Washington newspaper of the period:

"Cobb made the Tigers feel grand . . . by dropping a fly at the end of the bleachers, too close for Anderson (Washington rightfielder) to get. The ball rolled far enough to give Cobb a home run."

The homer enabled the Tigers to score three runs in the fourth inning but they eventually dropped an 8-5 decision when the Senators rallied for six runs in the seventh.

Cobb's first homer was at the expense of Cy Falkenberg, a lanky (6-5) righthander who had a 130-123 record with 27 shutouts in 12 major league seasons.

However, it was the only home run of the season for the Tiger rookie, who peaked with 12 in 1921 and 12 more in 1925 following his league-leading collection of nine in 1909. For his 22 years in Tiger uniform, Cobb had a total of 112 homers, an average of about five a year.

How many others dribbled past outfielders like Anderson, whose nickname was "Honest John," the record does not show.



*Home run stance? . . . not for Ty Cobb.*



There's still some joy in Mudville,  
Tho' Casey drew a blank,  
Cuz they put their playoff money  
In Manufacturers Bank.

"That's my bank"

**MANUFACTURERS BANK**

MEMBER F.D.I.C.



# 'Tis the C.C. Season!



Etching by LeRoy Neiman

*LeRoy Neiman*

## Canadian Club

6 YEARS OLD. IMPORTED FROM CANADA BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. 86.8 PROOF. BLENDED CANADIAN WHISKY.



# NICKNAMES

The colorful nicknames which once endeared baseball's heroes to their fans have all but disappeared these days. Aside from a few exceptions like "The Bird" and "The Catfish," few modern players claim distinctive monickers.

At the turn of the century nicknames abounded. There were fellows like Kitty Bransfield, Sadie McMahon, Orator O'Rourke, King Kelly, Oyster Tommy Burns, Crab Burkett, Little Eva Lange and Sea Lion Hall—along with Docs, Kids, Pops, Rubes and Dummys too numerous to count.

The Tigers of 1901, Detroit's first team in the American League, had Pop Dillon on first, Kid Gleason at second, Norman (The Tobasco Kid) Elberfeld playing shortstop and Doc Casey at third. How's that for an infield, not to overlook Ducky Holmes in the outfield, Deacon McGuire behind the plate and Rube Kissinger on the mound?

The great pennant winners of 1934 and 1935 at Detroit had Hammering Hank Greenberg, Charlie (Silent Man) Gehringer, Flea Clifton, Goose Goslin, Mickey Cochrane, Pete Fox, Firpo Marberry, Hot Potato Hamlin, Chief Hogsett and General Crowder.

How did they get that way?

Greenberg had the booming bat. Gehringer was far from talkative. Clifton was diminutive in size. Goslin had a "honker" of a nose. Cochrane, whose real name was Gordon Stanley, was from Boston—where most Irish boys are "Mickey."

Fox, who was christened Ervin, came by his name when a writer claimed he ran "like Peter Rabbit." Marberry was supposed to be as big as the hulking heavyweight from South America. Hamlin nervously juggled the ball while on the mound. Crowder, whose mother called him Alvin, had the same last name as a famous general of the period. Hogsett was an American Indian; hence, he became Chief.

Some nicknames have been obvious, such as Red Rolfe, Red Wilson, Red Kress, Blondy Ryan and Pinky Hargrave—all red-haired or light-skinned.

Others were dictated by appearance, such as Clifton's, Stubby Overmire's or Fats Fothergill's. Sometimes they went in reverse. Tiny Bonham was a giant of a man.

Others in reverse were Cupid Childs and Little Eva Lange, who

By Stan Grosshandler  
Society for American Baseball  
Research



*Pete Fox... as in Peter Rabbit.*



*General Crowder*



*Chief Hogsett... no paleskin he.*



*Goose Goslin*



*Firpo Marberry*

weren't exactly angelic. However, Childs probably preferred his nickname to his real name, which was Clarence Algernon.

Elders of the team were "Pop" while the youngsters came up as Schoolboy Rowe or Waite (Schoolboy) Hoyt, both one-time Tigers. There were many "Babes" before George Herman Ruth came along and there have been many since: Herman, Phelps, Young and Dahlgren, for instance.

Players in eyeglasses, rare in the old days, were called Specs, although Spec Shea was so-named because of his freckles.

From Texas, they automatically were Tex and anyone from the South was pretty apt to become Dixie, as in Walker and Parsons, both Tigers at one time. Other geographical handles were Bama Rowell, Jersey Joe Stripp, Arky Vaughan and Casey Stengel, named for the initials of his home town, Kansas City.

*continued on page 48*



# NO RUM REFLECTS PUERTO RICO LIKE RONRICO.



Puerto Rico is the Rum Island, the world's foremost rum-producing region. And Ronrico is *the* rum—authentic Puerto Rican rum since 1860. Ronrico's smooth, light taste has been the pride of six generations of Puerto Rican rum masters. One sip will tell you why.



**RONRICO: AUTHENTIC RUM OF PUERTO RICO.**

General Wine & Spirits Co., N.Y.C.



# STADIUM SEATING AND INSTRUCTIONS

They're dolling up Tiger Stadium. The Grand Old Lady of Michigan and Trumbull won't be the same — but will be a lot prettier, a lot more comfortable and good for several more decades.

A new electronic scoreboard — one of the biggest ever made — with replay capabilities, constant scores from all of baseball, and other amazing features is one improvement.

So are new modern seats in both the Upper and Lower Decks, although all of them won't be completely installed before the end of the 1979 season.

There are other improvements, too. In public rest rooms; better plumbing, more up-to-date electric wiring; better flooring and things like that.

It's costing \$13.5 million and it is taking three years to complete; the fruit of negotiations between Tiger Owner John E. Fetzer and Mayor Coleman A. Young on behalf of the City of Detroit, the Tigers' landlord.

The Tigers want their fans to enjoy baseball in these pleasant surroundings and they want everyone to be safe and carefree. That's why every effort is made at Tiger Stadium to enforce fairly, firmly and impartially the regulations of the American League, to ordinances of the City of Detroit and the rules of the State of Michigan which are designed to eliminate hooliganism at public gatherings.

1 — There is a city ordinance against going on the field at an athletic event.

2 — There is another ordinance against throwing anything on the field.

3 — There is an American League rule prohibiting fans from bringing in bottles, cans or any containers which could become missiles.

4 — There is a regulation of the Michigan Liquor Control Commission prohibiting patrons from bringing alcoholic beverages into Tiger Stadium.

The ban on containers especially includes thermos containers which at times have been thrown on the field and which sometimes contain alcoholic beverages not readily detectable.

Prominent signs have been painted on the outside of the stadium to warn fans against attempting to violate these restrictions. Please follow instructions to avoid embarrassment and inconvenience.

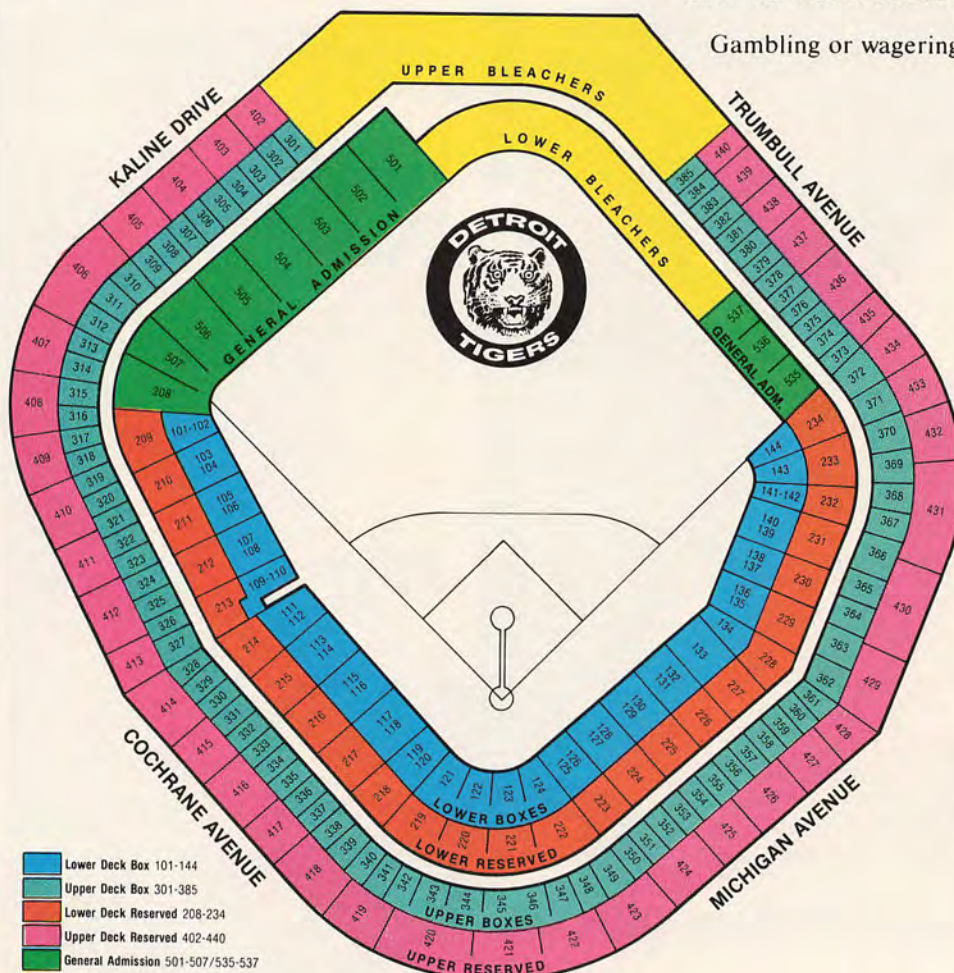
The Tigers regret any inconvenience but hope fans realize the necessity of curbing any threat to the safety, comfort and pleasure of the great majority of Tiger patrons.

A baseball hit into an occupied section during a game at Tiger Stadium may be kept by a fan as a souvenir of the game, but fans **MUST NOT** go on the field or lean over the wall to obtain a ball.

Gambling or wagering in any form is prohibited.

If you are paged on the Tiger Stadium public address system, please report promptly to the Stadium office, which is on the ground level behind third base. If you have lost something or find a lost article, please report that to the Stadium Office.

The First Aid Room is located on the ground level behind third base, near the Stadium Office. If you are ill or injured, an usher can assist you in reaching the First Aid Room.





# "...A Place Set For You!"



We're ready and waiting to serve you!  
... a great variety of taste-tempting  
food for both lunch and dinner;  
hearty cocktails in all shapes  
and sizes; ... a superb wine list.

Best of all,  
there's our tradition  
of friendly and  
attentive service.  
At our restaurants,  
great food, friends,  
and atmosphere  
combine for that  
perfect evening  
you'll long remember.

Plan lunch or dinner with us soon;  
We have a place set for you!



# NICKNAMES

continued from  
page 44

Ethnic names prevailed. Because the German word for The Fatherland is "Deutsch," players of German descent were called "Dutch" (such as the two Leonards, both pitchers) or "Hans" (as in Wagner, the Pirate immortal). Then there were Frenchy Bordagary, Greek George and Swede Hansen.

Rookies with rural backgrounds were Cy or Rube. Because Rube Waddell was such an eccentric, a lot of lefthanders were called Rube despite perfectly normal conduct.

Comic strips also provided names. Boob McNair, a Tiger of the '40s, was named for Boob McNutt, a comics figure of the time; Nemo Leibold for Little Nemo, also from the comics; Popeye Mahaffey for the sailor man of the cartoons and movies; and Joe (Flash) Gordon for a mythical character of 2000 A.D. in a cartoon strip.

Hoot Evers, Tiger official and one-time outfield star, was named for his favorite Western movie cowboy, Hoot Gibson.

Doc Cramer, Tiger outfielder, got his nickname because as a youngster he enjoyed horse and buggy riding with the family physician. Doc Crandall, one of the first real relief



*Hot Potato Hamlin . . . a nervous one.*



*Flea Clifton . . . about that big.*

pitchers, was supposed to be the doctor of sick ball games. Others were more legitimately nicknamed Doc. Prothro, Farrell and White were dentists; Lavan, Brown and Medich physicians, or studying for medical degrees.

The animal kingdom can claim Rabbit Maranville; Tiger pitchers Fred Hutchinson and Fred Gladding, both called Bear because of their size; Birdie Tebbetts, who has a high pitched voice; Ducky Medwick, who was said to waddle when he walked; and all those big fellows called Moose — Solters, McCormick, Drops, Skowron and Alexander.

It is said they teased Tilly Walker, an early home run king, because he walked like a girl and Baby Doll Jacobson, briefly a Tiger, because a woman fan screamed "Oh, you baby doll" when he hit a home run.

And, to prove there might be nothing new under the sun, James Augustus Hunter doesn't have a patent on "Catfish." In the 1940s, the Red Sox had a young outfielder named George Metkovich. While fishing one day, George stepped on a catfish, running a barb into his foot and becoming thereafter Catfish Metkovich.

## The Fielders' Choice



Don't  
get  
caught  
with your  
**Vernors** down

## Join now, Go later

The Army's Delayed Entry Program enables you to choose job training and schooling as many as 365 days before actually going on active duty. Find out about the many opportunities in today's Army. And, find out how you can join now, but go later, at one of these convenient locations:

**ANN ARBOR**  
200 East Liberty  
668-2080/81

**DEARBORN**  
23814 Michigan Ave.  
561-1759

**PONTIAC**  
140 S. Saginaw  
338-6128/29

**DETROIT**  
2990 W. Grand Blvd.  
872-4533/34

**MT. CLEMENS**  
Bldg. 707 George St.  
Selfridge ANG Base  
465-5547/48



# **Put Rockwell International in your game plan for performance you can count on.**

Our all-star lineup includes: axles, brakes, castings, electronic controls and monitoring systems, forgings, mechanical devices, reinforced plastic assemblies, special gear drives, styled aluminum and steel wheels, suspension springs, universal joints, wheel covers.



**Rockwell International**

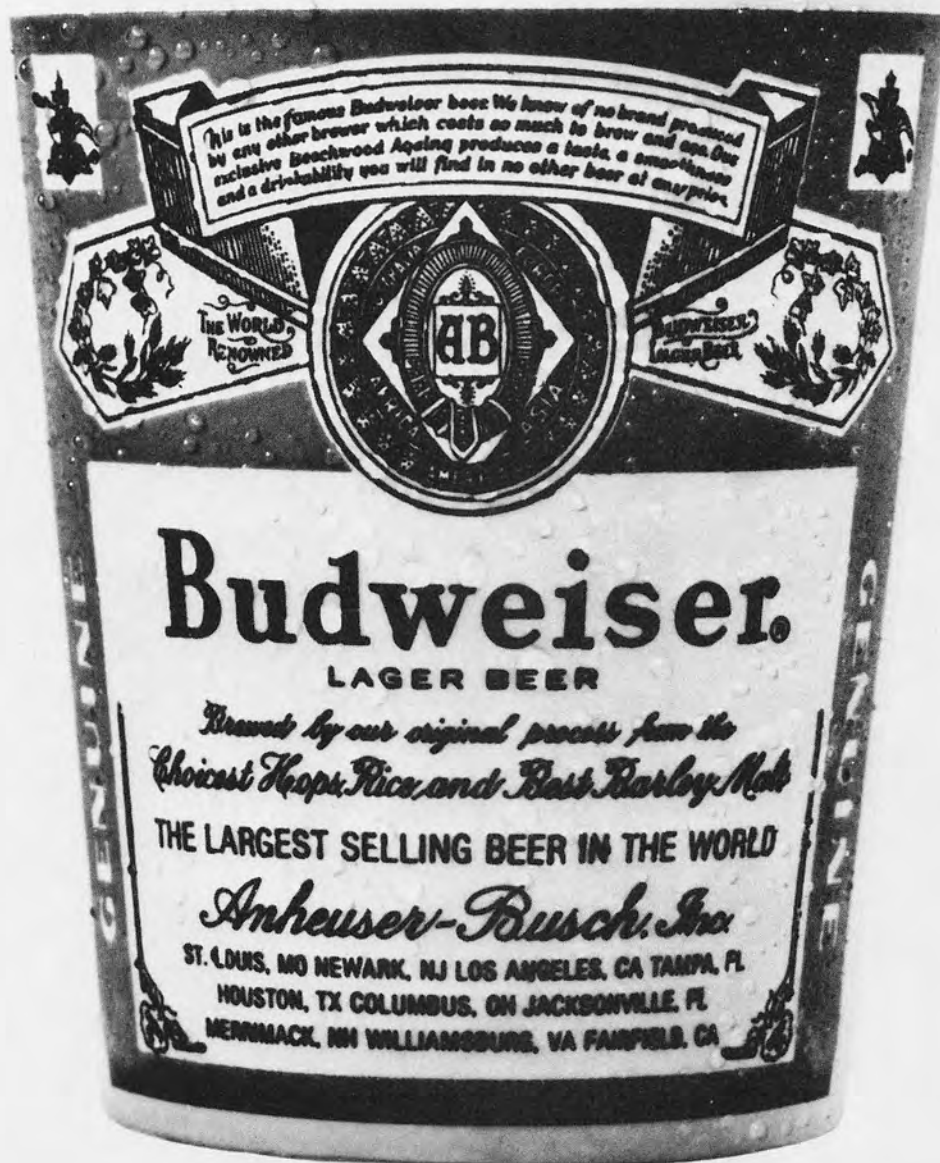
...where science gets down to business

Automotive Operations, Rockwell International, 2135 W. Maple Road, Troy, MI 48084



“

”



**Best call of the day!**



# ONE TEAM

By Ted DiTullio  
*Society for American Baseball Research*

There's something about playing in the uniform of the Tigers. It seems to get into a man's blood.

On baseball's list of one-city, one-team players, there are the names of 35 who started and finished their careers of 15 years or more without changing uniforms. There are three more still active after that much service with one and only one team.

The Tigers have more on the list than any other team — a total of six.

Al Kaline made it 22 years before hanging them up. Charlie Gehringer just missed the 20-year mark, stopping at 19 because of service in the Navy during World War II.

Tommy Bridges had 16 seasons to his credit. George Dauss, another pitcher, had 15, the same figure reached by two more recent stars, Bill Freehan and Mickey Stanley.

The all-time leader of the one-city, one-team band is Brooks Robinson, who quit at Baltimore in 1977 after 23 years as an Oriole.

Only 10 players in 100 years have reached the 20-year mark. In addition to Robinson and Kaline, they are Cap

*continued on page 52*



*Brooks Robinson . . . holder of one-city, one-team record: 23 seasons with the Orioles.*



*Two of the greatest in baseball history played for one club and only one: Ted Williams, left, 19 years with the Red Sox and Al Kaline, 22 years with the Tigers.*



# ONE TEAM continued from page 51

Anson (Cubs), Mel Ott (Giants), and Stan Musial (Cardinals), all at 22 years; Walter Johnson (Senators) and Ted Lyons (White Sox) with 21; Red Faber (White Sox), Mel Harder (Indians) and Luke Appling (White Sox) with 20 each.

That gives the White Sox three of the 20-year men. Among the 15-year men, the Tigers' six are followed by the Yankees with five and the Pirates with four, plus one still playing.

Other players might have made the list except for brief flings in other locations. After 17 years with the Giants, Christy Mathewson pitched one game for the Reds. Yogi Berra, who retired after 18 seasons with the Yankees, came back for four games with the Mets.

On the other hand, Babe Adams pitched one game for the Cardinals in 1906, then spent 18 years with the Pirates. Jesse Haines had one game on the mound with the Reds in 1918, then followed with 18 years with the Cardinals.

With the changing conditions in player relations, such as Pete Rose's free agent jump to the Phillies after 16 seasons with the Reds, it is difficult to predict the future of the one-city, one-team honor roll. But here is the current list of 15-year men, undiluted by franchise shifts, etc. The asterisks indicate players still active.

Years	Player, Team	Period
23	Brooks Robinson, Orioles	1955-77
22	Cap Anson, Cubs	1876-97
	Mel Ott, Giants	1926-47
	Stan Musial, Cardinals	1941-44, 46-63
	AL KALINE, TIGERS	1953-74

21	Walter Johnson, Senators	1907-27
	Ted Lyons, White Sox	1923-42, 1946
20	Red Faber, White Sox	1914-33
	Mel Harder, Indians	1928-47
	Luke Appling, White Sox	1931-50
19	CHARLIE GEHRINGER, TIGERS	1924-42
	Ted Williams, Red Sox	1939-42, 46-60
	Ernie Banks, Cubs	1953-71
18	Ossie Bluege, Senators	1922-39
	Bob Feller, Indians	1936-41, 45-46
	Mickey Mantle, Yankees	1951-68
	Roberto Clemente, Pirates	1955-72
	*Carl Yastrzemski, Red Sox	1961-
17	Pie Traynor, Pirates	1920-35, 1937
	Lou Gehrig, Yankees	1923-39
	Bill Dickey, Yankees	1928-43, 1946
	Frank Crosetti, Yankees	1932-48
	Bill Mazeroski, Pirates	1956-72
	Bob Gibson, Cardinals	1959-75
	*Ed Kranepool, Mets	1962-
	*Willie Stargell, Pirates	1962-
16	Clyde Milan, Senators	1907-22
	Carl Hubbell, Giants	1928-43
	TOMMY BRIDGES, TIGERS	1930-43, 45-46
	Stan Hack, Cubs	1932-47
	Whitey Ford, Yankees	1950, 53-67
	Vern Law, Pirates	1950-51, 54-67
15	GEORGE DAUSS, TIGERS	1912-26
	Travis Jackson, Giants	1922-36
	Bob Lemon, Indians	1941-42, 46-58
	BILL FREEHAN, TIGERS	1961, 63-76
	Tony Oliva, Twins	1962-76
	MICKEY STANLEY, TIGERS	1964-78

## A MAN FOR ALL SEASONS

*continued from page 34*

on the gridiron. Frankie Frisch earned his "Fordham Flash" nickname as a member of Walter Camp's All-America second team. Eddie Collins and Lou Gehrig both played football at Columbia; Mickey Cochrane was a good place-kicker at Boston College; and Jackie Robinson, a versatile college star in several sports, gave UCLA its first winning Pacific Coast Conference football season in the 1930s.

Charlie Berry, a Walter Camp All-America selection at Lafayette, caught for several American League teams, played in the National Football League — then officiated in both leagues. He is the only man to umpire a World Series and officiate in a NFL championship contest.

Six men honored by the Pro Football Hall of Fame at Canton, Ohio played major league baseball.

Ernie Nevers pitched for the Browns. Jim Thorpe played several seasons in the majors and collected a 10th-inning hit to win the first nine-inning no-hitter in history while playing at Cincinnati in 1917.

Greasy Neale was Cincinnati's top hitter in the 1919 World Series, later coached Rose Bowl and NFL cham-

pionship teams, the only man to accomplish that. George Halas and Paddy Driscoll, of Chicago Bears' renown, both had short major league baseball careers.

Cal Hubbard is the only man elected to both Halls of Fame at Cooperstown and Canton. Hank Soar, like Hubbard an American League umpire, played halfback with the New York Giants and coached a professional basketball team. Hugo Bezdek, although never a major league baseball player, led three teams to the Rose Bowl, coached the Cleveland Rams in the NFL and managed the Pirates (1917-18).

Successful college basketball players who chose baseball include Dick Groat, the O'Brien twins, Gene Conley and Steve Hamilton. Groat, All-America in basketball and baseball at Duke, played a season as a pro cager, then won a National League batting crown and MVP title for the Pirates. Conley has the distinction of owning world championship rings from the Milwaukee Braves and the Boston Celtics.

Trivia fans will be interested to know that Chuck Connors, movie and television star, played both baseball and basketball at the major league level.

But not many are doing it any more.





# Sometimes the guys who get hit the hardest aren't even in the game.



## Time out for Alka-Seltzer.<sup>®</sup> The sound of fast relief.

It can get pretty rough up there in the grandstands. Every year spectators are clobbered by hot dogs, peanuts, popcorn, candy and beer. And when 15,000 fans begin to roar, many are hit with pounding headaches.

That's when you call time out for Alka-Seltzer. Because the plop plop, fizz fizz is the sound of fast relief.

Alka-Seltzer is loaded with antacids that instantly break up



acid indigestion and bring soothing relief to your upset stomach. Even after a couple of those footlong hot dogs.

And Alka-Seltzer rushes relief to your aching head with a fast-acting analgesic.

It isn't often sports fans see that kind of fast action, so here's our instant replay: Plop plop, fizz fizz. Oh, what a relief it is.

Read and follow label directions.

## Plop plop, fizz fizz. Oh, what a relief it is! <sup>®</sup> Fast, fast, fast.



A man in a cowboy hat and vest is shown in profile, smoking a cigarette. He is holding a lasso in his other hand. In the foreground, two packs of Marlboro cigarettes are visible: a red pack for Marlboro Kings and a gold pack for Marlboro Longhorn 100's. The background is dark and textured, possibly a cave or a night scene.

Come to where the flavor is.

Marlboro Red or Longhorn 100's—  
you get a lot to like.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 17 mg "tar," 1.0 mg nicotine—  
100's: 18 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report May '78